

Q268. Gender

Base: All Qualified Respondents

	Total	New and Im- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Male	1823 48%	238 50% m	214 45%	232 49% m	218 46%	243 52% cmn	227 48%	223 47%	229 49% m	234 49% m	235 50% m	238 50% m	199 42%	215 45%	229 48%	248 53% cmn	224 47%
Female	1954 52%	235 50%	257 55% fp	238 51%	253 54%	225 48%	245 52%	248 53%	242 51%	239 51%	239 50%	236 50% bdfijklp	273 58% fp	260 55% fp	246 52%	223 47%	249 53%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q280. Age

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
18 - 34 (NET)	1290 34%	177 37% ego	169 36%	174 37% eg	144 31%	149 32%	144 31%	167 35%	152 32%	176 37% ego	150 32%	170 36%	172 36% g	162 34%	148 31%	168 36%	158 33%
18 - 19	69 2%	10 2%	10 2%	9 2%	7 1%	7 1%	7 1%	10 2%	8 2%	12 3%	7 1%	9 2%	10 2%	15 3% op	5 1%	5 1%	7 1%
20 - 24	336 9%	47 10%	42 9%	45 10%	31 7%	42 9%	34 7%	49 10% e	44 9%	47 10% e	42 9%	40 8%	46 10%	41 9%	43 9%	42 9%	37 8%
25 - 29	579 15%	81 17% ik	83 18% ik	78 17%	62 13%	73 16%	73 15%	71 15%	59 13%	79 17%	60 13%	73 15%	72 15%	73 15%	73 15%	82 17% ik	66 14%
30 - 34	306 8%	39 8%	34 7%	42 9%	44 9% fo	27 6%	30 6%	37 8%	41 9%	38 8%	41 9%	48 10% fgo	44 9% fo	33 7%	27 6%	39 8%	48 10% fgo
35 - 44 (NET)	709 19%	92 19%	78 17%	71 15%	95 20% d	96 21% d	95 20% d	98 21% d	76 16%	97 21% d	98 21% d	82 17%	84 18%	89 19%	99 21% d	89 19%	79 17%
35 - 39	399 11%	58 12% dp	50 11%	39 8%	58 12% dp	50 11%	49 10%	50 11%	42 9%	64 14% dip	51 11%	48 10%	48 10%	53 11%	55 12% p	37 8%	46 10%
40 - 44	310 8%	34 7%	28 6%	32 7%	37 8%	46 10% c	46 10% c	48 10% c	34 7%	33 7%	47 10% c	34 7%	36 8%	36 8%	44 9% c	52 11% bcdijlq	33 7%
45 - 54 (NET)	693 18%	89 19%	78 17%	91 19%	90 19%	91 19%	95 20% o	74 16%	96 20% o	82 17%	87 18%	89 19%	83 18%	92 19%	73 15%	90 19%	86 18%
45 - 49	438 12%	55 12%	55 12%	50 11%	58 12%	58 12%	69 15% hjo	45 10%	55 12%	44 9%	53 11%	59 12%	57 12%	58 12%	44 9%	64 14% hjo	52 11%
50 - 54	255 7%	34 7%	23 5%	41 9% cgmp	32 7%	33 7%	26 6%	29 6%	41 9% c	38 8% c	34 7%	30 6%	26 6%	34 7%	29 6%	26 6%	34 7%
55 - 64 (NET)	532 14%	53 11%	77 16% blp	61 13%	71 15%	62 13%	76 16% bl	68 14%	68 14%	58 12%	75 16% bl	53 11%	67 14%	66 14%	75 16% bl	56 12%	78 16% blp
55 - 59	267 7%	30 6%	36 8% l	28 6%	36 8% l	34 7%	36 8% l	37 8% l	28 6%	33 7%	37 8% l	22 5%	35 7%	33 7%	43 9% lp	26 6%	40 8% l
60 - 64	265 7%	23 5%	41 9% bj	33 7%	35 7%	28 6%	40 8% b	31 7%	40 8% b	25 5%	38 8% b	31 7%	32 7%	33 7%	32 7%	30 6%	38 8% b
65 and over	553 15%	62 13%	69 15%	73 16%	71 15%	70 15%	62 13%	64 14%	79 17%	60 13%	64 14%	80 17%	66 14%	66 14%	80 17%	68 14%	72 15%
MEAN	44.2	42.6	44.1	44.1	45.2 bj	44.6 b	44.7 b	43.5	45.6 bj	42.7	44.7 bj	44.3	43.6	43.9	45.2 bj	43.7	45.1 bj
STD. DEV	16.41	16.07	16.81	16.87	15.96	16.71	15.76	16.53	16.98	16.37	15.99	16.57	16.27	16.41	16.78	16.29	16.10
STD. ERR	0.27	0.74	0.77	0.78	0.74	0.77	0.73	0.76	0.78	0.75	0.73	0.76	0.75	0.75	0.77	0.75	0.74
MEDIAN	43	40	42	43	44	43	44	41	46	39	44	43	41	43	43	43	44

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q280. Age

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q4074. Are you of Hispanic or Latino origin?

Base: All Qualified Respondents

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Yes, of Hispanic origin	213 6%	21 4%	21 4%	31 7%	30 6%	28 6%	30 6%	19 4%	23 5%	29 6%	27 6%	30 6%	28 6%	24 5%	27 6%	33 7% h	25 5%
No, not of Hispanic origin	3462 92%	435 92%	437 93%	422 90%	430 91%	426 91%	431 91%	439 93%	436 93%	431 91%	438 92%	437 92%	426 90%	440 93%	436 92%	424 90%	436 92%
Decline to answer	102 3%	17 4% i	13 3%	17 4% i	11 2%	14 3%	11 2%	13 3%	12 3%	13 3%	9 2%	7 1%	18 4% i	11 2%	12 3%	14 3%	12 3%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q4080. Please choose one or more categories to indicate your race. Are you...?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
White	3269 87%	403 85%	403 86%	411 87%	409 87%	406 87%	404 86%	416 88%	406 86%	404 85%	414 87%	407 86%	403 85%	422 89%	405 85%	419 89%	406 86%
Black or African American	225 6%	35 7p	29 6p	23 5%	36 8hp	27 6%	30 6p	22 5%	29 6p	25 5%	30 6p	23 5%	34 7p	24 5%	38 8hlp	16 3%	29 6p
Asian	131 3%	16 3%	14 3%	19 4%	12 3%	10 2%	22 5f	15 3%	17 4%	19 4%	18 4%	23 5ef	15 3%	17 4%	14 3%	15 3%	16 3%
American Indian or Alaska Native	53 1%	8 2%	4 1%	11 2i	7 1%	6 1%	8 2%	4 1%	3 1%	8 2%	8 2%	8 2%	7 1%	7 1%	4 1%	6 1%	7 1%
Native Hawaiian or Other Pacific Islander	13 0%	1 0%	1 0%	-	2 0%	1 0%	3 1%	3 1%	-	1 0%	1 0%	2 0%	4 1di	3 1%	1 0%	2 0%	1 0%
Decline to Answer	157 4%	22 5%	26 6kn	17 4%	14 3%	24 5%	21 4%	18 4%	21 4%	22 5%	14 3%	21 4%	23 5%	13 3%	18 4%	20 4%	20 4%
Sigma	3848 102%	485 103%	477 101%	481 102%	480 102%	474 101%	488 103%	478 101%	476 101%	479 101%	485 102%	484 102%	486 103%	486 102%	480 101%	478 101%	479 101%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q4085. Final Race/Ethnicity

19 Nov 2009
Table 5

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
White	3117 83%	390 82%	393 83%	387 82%	385 82%	384 82%	382 81%	403 86%	389 83%	385 81%	392 83%	386 81%	384 81%	404 85%	388 82%	393 83%	389 82%
Black or African American	217 6%	32 7% p	29 6% p	22 5%	36 8% hlnp	26 6%	28 6% p	22 5%	28 6% p	25 5%	28 6% p	21 4%	34 7% p	22 5%	37 8% dhlnp	15 3%	29 6% p
Hispanic	213 6%	21 4%	21 4%	31 7%	30 6%	28 6%	30 6%	19 4%	23 5%	29 6%	27 6%	30 6%	28 6%	24 5%	27 6%	33 7% h	25 5%
Asian	122 3%	16 3%	12 3%	18 4%	12 3%	10 2%	20 4%	14 3%	16 3%	17 4%	17 4%	22 5% f	11 2%	16 3%	14 3%	14 3%	15 3%
American Indian or Alaska Native	40 1%	6 1%	4 1%	8 2%	6 1%	6 1%	6 1%	4 1%	2 *	4 1%	6 1%	5 1%	7 1%	5 1%	2 *	4 1%	5 1%
Native Hawaiian or Other Pacific Islander	12 *	1 *	1 *	-	2 *	1 *	2 *	3 1%	-	1 *	1 *	2 *	4 1% di	2 *	1 *	2 *	1 *
Decline to Answer/None of the above	113 3%	18 4% e	17 4%	13 3%	8 2%	19 4% e	16 3%	13 3%	16 3%	16 3%	10 2%	14 3%	17 4%	9 2%	10 2%	15 3%	15 3%
Sigma	3834 102%	484 102%	477 101%	479 102%	479 102%	474 101%	484 103%	478 101%	474 101%	477 101%	481 101%	480 101%	485 103%	482 101%	479 101%	476 101%	479 101%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

1. All Products

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SPECIFIC ENVIRONMENTAL RESPONSES (NET)	4050 54%	17 4%	241 51% bk	299 64% bcegiikm	260 55% bk	290 62% bcegiikm	259 55% bk	306 65% bcegiikmp	254 54% bk	269 57% bk	117 25% b	299 63% bcegiikm	245 52% bk	309 65% bcegiikmp	318 67% bcegiikmp	272 58% bck	295 62% bcegiikn
Made from recycled materials	2352 31%	12 3%	164 35% beikmp	164 35% beikmp	98 21% bk	265 57% bodeghijkmp	143 30% beikmp	149 32% beikmp	91 19% bk	233 49% bceghikmp	31 7% b	149 31% beikmp	76 16% bk	279 59% bceghikmp	148 31% beikmp	79 17% bk	271 57% bodeghijkmp
Made with renewable/green/clean energy	579 8%	- -	20 4% bdfghijknoq	4 1% bfjn	112 24% bdfghijknoq	- -	7 1% bfjkn	1 3% bdfghijknoq	121 26% bdfghijknoq	- -	1 2% bdfghijknoq	2 2% bdfghijknoq	130 28% bdfghijknoq	- -	3 1% bdfghijknoq	174 37% bdfghijknoq	2 2% bdfghijknoq
Recyclable	463 6%	2 2%	26 6% bfijpq	55 12% bcefgijkmpq	18 4% bp	11 2% b	36 8% bcefgijkmpq	60 13% bcefgijkmpq	13 3% b	13 3% b	19 4% bp	63 13% bcefgijkmpq	18 4% bp	27 6% bfijpq	83 17% bcefgijkmpq	7 1% b	12 3% b
Made with renewable materials	420 6%	- -	23 5% bfjq	57 12% bcefgijkmpq	20 4% bjq	10 2% b	21 4% bcefgijkmpq	61 13% bcefgijkmpq	19 4% bjq	5 1% bcefgijkmpq	36 8% bcefgijkmpq	58 12% bcefgijkmpq	21 4% bfjq	12 3% bcefgijkmpq	58 12% bcefgijkmpq	14 3% bjq	5 1% b
Degradable/biodegradable/dec omposes quickly	259 3%	3 1%	28 6% bdefiklmnopq	13 3% bpq	13 3% bpq	8 2% bceghijkmpq	78 17% bdefiklmnopq	27 6% bdefiklmnopq	23 5% bfkmnopq	21 4% bfkmnopq	9 2% pq	14 3% bmnpq	5 1% b	5 1% b	8 2% b	2 2% b	2 2% b
Made from natural materials	91 1%	- -	19 4% bdefiklmnopq	5 1% b	5 1% b	2 3% bfijmnpq	13 3% bfijmnpq	10 2% bfmnpq	3 1% b	3 1% b	5 1% b	10 2% bfmnpq	1 2% b	2 2% bfijmnpq	11 2% bfijmnpq	1 2% b	1 2% b
Made with plant materials	88 1%	- -	5 1% bj	11 2% bfgijmnpq	6 1% bj	3 1% b	3 1% b	10 2% bjnp	3 1% b	- -	4 1% bj	18 4% bcefgijkmpq	3 1% b	3 1% b	15 3% bcefgijkmpq	1 2% b	3 1% b
Non-toxic	82 1%	- -	22 5% bdefghijkmpq	6 1% bkimq	6 1% bkimq	3 1% bdeghijkmpq	25 5% bdeghijkmpq	9 2% bkimnopq	3 1% bklmq	4 1% bklmq	- -	- -	- -	1 2% b	1 2% b	2 2% b	- -
Other specific environmental response mentions	73 1%	- -	4 1% b	8 2% b	5 1% b	4 1% b	5 1% b	7 1% b	4 1% b	8 2% b	3 1% b	4 1% b	4 1% b	2 2% b	6 1% b	2 2% b	7 1% b
Made from sustainable resources	73 1%	- -	5 1% bi	8 2% bijpq	2 2% bi	3 1% bi	6 1% bi	4 1% bi	- -	1 2% bceghijkmpq	16 3% beijpq	10 2% beijpq	6 1% bi	7 1% bijpq	3 1% bi	1 2% bi	1 2% bi
Made from recyclable materials	69 1%	- -	6 1% b	13 3% bcefgijkmpq	4 1% b	2 2% b	6 1% bcefgijkmpq	10 2% bcefgijkmpq	3 1% b	1 2% bcefgijkmpq	1 2% bcefgijkmpq	9 2% bcefgijkmpq	2 2% b	1 2% b	6 1% b	3 1% b	2 2% b
Reusable	45 1%	- -	- -	3 1% bcp	6 1% bcp	2 2% bcp	1 2% bcp	6 1% bcp	2 2% bcp	1 2% bcp	5 1% bcp	5 1% bcp	1 2% bcp	1 2% bcp	10 2% bcefgijmnpq	- -	2 2% bcefgijmnpq
Does not contain petroleum	15 1%	- -	- -	3 1% bcefgijkmpq	- -	- -	- -	1 2% bcefgijkmpq	2 2% bcefgijkmpq	- -	- -	3 1% bcefgijkmpq	- -	2 2% bcefgijkmpq	4 1% bcefgijkmpq	- -	- -
Compostable	3 2%	- -	1 2% bcefgijkmpq	- -	1 2% bcefgijkmpq	- -	- -	- -	1 2% bcefgijkmpq	- -	- -	- -	- -	- -	- -	- -	- -
GENERAL ENVIRONMENTAL RESPONSES (NET)	1821 24%	7 1%	200 42% bdefghijkmpq	122 26% bklop	128 27% bklop	148 32% bklmnop	151 32% bdhiklmnop	122 26% bklop	123 26% bklop	154 33% bdhiklmnop	57 12% b	88 19% bk	107 23% bkp	109 23% bkp	92 19% bk	80 17% bk	133 28% bklop

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

1. All Products

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Good for/helps/benefits the environment	1159 15%	4 1%	128 27%	79 17%	81 17%	94 20%	73 15%	77 16%	80 17%	101 21%	32 7%	63 13%	80 17%	72 15%	62 13%	47 10%	86 18%
No harm/harmless/safe for the environment/won't hurt the environment	396 5%	2 1%	59 13%	25 5%	27 6%	28 6%	77 16%	34 7%	28 6%	30 6%	16 3%	15 3%	6 1%	15 3%	13 3%	11 2%	10 2%
The company is environmentally conscious	124 2%	-	2 *	6 1%	8 2%	12 3%	4 1%	5 1%	10 2%	7 1%	2 *	1 *	13 3%	10 2%	12 3%	11 2%	21 4%
Saves natural resources	105 1%	-	3 1%	11 2%	2 *	11 2%	2 *	3 1%	2 *	13 3%	11 2%	12 3%	2 *	9 2%	6 1%	3 1%	15 3%
Saved/Used less energy to produce	56 1%	-	12 3%	2 *	12 3%	1 *	1 *	1 *	8 2%	-	-	1 *	6 1%	2 *	1 *	7 1%	2 *
Better for environment than [other products]	50 1%	1 *	2 *	3 1%	3 1%	6 1%	1 *	5 1%	3 1%	8 2%	-	1 *	4 1%	6 1%	2 *	2 *	3 1%
Healthy/not harmful to my health	12 *	-	3 1%	2 *	1 *	-	1 *	-	2 *	1 *	1 *	-	-	1 *	-	-	-
GENERAL POSITIVE MENTI ONS-N ON-ENVIRONMENTAL (NET)	785 10%	318 67%	12 3%	18 4%	6 1%	18 4%	22 5%	14 3%	19 4%	25 5%	179 38%	32 7%	25 5%	43 9%	20 4%	14 3%	20 4%
Strong/Durable	223 3%	75 16%	1 *	2 *	-	-	-	1 *	-	2 *	89 19%	13 3%	10 2%	24 5%	1 *	1 *	4 1%
New improved better design	147 2%	137 29%	-	-	1 *	1 *	-	-	1 *	2 *	1 *	-	2 *	-	1 *	-	1 *
Lasts a long time	118 2%	12 3%	-	-	-	-	2 *	-	1 *	-	78 16%	6 1%	5 1%	11 2%	2 *	1 *	-
Better than what was available before	84 1%	79 17%	-	-	1 *	-	-	1 *	-	-	1 *	-	-	-	1 *	1 *	-
Used a different/eco-friendly material	78 1%	27 6%	5 1%	6 1%	2 *	1 *	10 2%	4 1%	5 1%	3 1%	3 1%	5 1%	1 *	1 *	3 1%	2 *	-
Good/Good Idea	47 1%	2 *	1 *	3 1%	1 *	4 1%	2 *	3 1%	4 1%	6 1%	2 *	3 1%	2 *	4 1%	2 *	4 1%	4 1%
Better/Higher quality	39 1%	24 5%	1 *	3 1%	-	1 *	1 *	-	-	1 *	3 1%	-	3 1%	1 *	1 *	-	-
Easy to maintain/clean	37 *	12 3%	1 *	-	-	-	5 1%	-	-	-	12 3%	3 1%	-	1 *	3 1%	-	-
Cheap/Less expensive	36 *	2 *	1 *	-	1 *	6 1%	2 *	3 1%	3 1%	5 1%	-	1 *	-	-	5 1%	1 *	6 1%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

1. All Products

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Something I would be interested in purchasing	29*	-	1*	1*	1*	31%	-	2*	41%	71%	-	2*	2*	31%	1*	-	2*
Other general positive mentions - non-environmental	391%	143%	2*	31%	-	2*	1*	1*	2*	-	41%	-	1*	-	2*	41%	31%
NEGATIVE MENTIONS (NET)	5087%	4610%	235%	419%	378%	368%	235%	357%	429%	429%	163%	214%	266%	327%	286%	286%	327%
More expensive	1923%	82%	61%	194%	163%	174%	82%	153%	174%	265%	1*	82%	102%	123%	92%	92%	112%
Other negative mentions	2553%	378%	163%	194%	204%	143%	143%	204%	184%	123%	143%	61%	163%	123%	102%	204%	71%
Cheap/Less durable/not as good quality	1041%	41%	1*	71%	51%	82%	1*	61%	92%	82%	2*	92%	2*	102%	143%	2*	163%
Don't understand/No idea of what the statement suggests	1061%	51%	41%	2*	143%	1*	51%	2*	143%	1*	143%	61%	184%	51%	41%	112%	-
More information needed	901%	71%	31%	92%	61%	112%	31%	2*	61%	82%	51%	51%	41%	112%	2*	31%	51%
Other	2493%	327%	245%	82%	214%	123%	133%	123%	174%	174%	245%	143%	71%	163%	112%	133%	82%
None/Nothing	5417%	5011%	276%	286%	306%	225%	347%	255%	327%	235%	6113%	388%	4610%	265%	235%	4610%	306%
Don't Know	2724%	82%	143%	61%	153%	61%	184%	143%	235%	2*	378%	265%	388%	92%	163%	347%	61%
Declined to answer	411%	2*	2*	31%	-	41%	2*	1*	2*	41%	-	71%	71%	-	31%	31%	1*
Sigma	9241122%	561119%	642136%	597127%	564120%	578124%	624132%	594126%	579123%	577122%	543115%	590124%	552117%	603127%	566119%	522111%	549116%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

2. Kitchen flooring

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SPECIFIC ENVIRONMENTAL RESPONSES (NET)	1213 48%	5 3%	69 44% bk	88 56% bcgk	85 53% bk	90 58% bcgikm	69 44% bk	94 60% bcgikm	71 45% bk	83 53% bk	37 24% b	97 62% bcgikm	73 46% bk	85 54% bk	89 56% bcgik	85 54% bk	93 58% bcgikm
Made from recycled materials	622 25%	4 3%	32 20% bkmp	37 24% bikmp	31 19% bikm	80 51% bcdeghikmnp	26 16% bk	39 25% bikmp	23 15% bk	71 45% bcdeghikmnp	8 5% b	43 28% bcgikmp	16 10% b	75 47% bcdeghikmnp	35 22% bkmp	19 12% bk	83 52% bcdeghikmnp
Made with renewable materials	186 7%	-	8 5% b	25 16% bcfgijmnpq	14 9% bijnpq	6 4% b	13 8% bjnq	25 16% bcfgijmnpq	5 3% b	4 3% b	21 13% bcfijnpq	22 14% bcfijmnpq	11 7% bq	4 3% b	21 13% bcfijnpq	5 3% b	2 1% b
Made with renewable/green/clean energy	176 7%	-	7 4% bdfghijkinoq	1 1% bcdfghijkinoq	30 19% bdfghijkinoq	-	1 1% bdfghijkinoq	1 1% bdfghijkinoq	38 24% bdfghijkinoq	-	-	1 1% bdfghijkinoq	35 22% bdfghijkinoq	-	1 1% bdfghijkinoq	60 38% bdfghijkinoq	1 1% bdfghijkinoq
Recyclable	108 4%	1 1%	6 4% p	16 10% p	5 3% p	2 1% p	7 4% bkpq	14 9% bcfgijkmnpq	4 3% p	2 1% p	1 1% p	17 11% bcfgijkmnpq	5 3% p	7 4% bkpq	20 13% bcfgijkmnpq	-	1 1% p
Made from natural materials	51 2%	-	14 9% bdefgijklnopq	3 2% bfi	5 3% bfi	-	5 3% bfi	6 4% bfi	-	3 2% bfi	2 1% bfi	3 2% bfi	1 1% bfi	2 1% bfi	5 3% bfi	1 1% bfi	1 1% bfi
Made with plant materials	45 2%	-	2 1% bjp	6 4% bjp	3 2% bjp	1 1% bjp	2 1% bjp	6 4% bjp	3 2% bjp	-	2 1% bjp	8 5% bfjimp	1 1% bfjimp	3 2% bfjimp	6 4% bfjimp	-	2 1% bfjimp
Non-toxic	43 2%	-	11 7% bdfijklnopq	3 2% biklmnpq	5 3% biklmnpq	1 1% biklmnpq	15 9% biklmnpq	4 3% biklmnpq	-	3 2% biklmnpq	-	-	-	-	1 1% biklmnpq	-	-
Degradable/biodegradable/decomposes quickly	39 2%	-	5 3% bno	3 2% bno	1 1% bno	2 1% bno	11 7% bdefgijklnopq	4 3% bno	2 1% bno	2 1% bno	2 1% bno	3 2% bno	2 1% bno	-	-	1 1% bno	1 1% bno
Other specific environmental response mentions	24 1%	-	-	2 1% bcin	1 1% bcin	2 1% bcin	2 1% bcin	1 1% bcin	-	3 2% bcin	2 1% bcin	1 1% bcin	2 1% bcin	-	1 1% bcin	2 1% bcin	5 3% bcin
Made from sustainable resources	31 1%	-	3 2% biop	3 2% biop	2 1% biop	2 1% biop	4 3% biop	2 1% biop	-	1 1% biop	3 2% biop	5 3% biop	3 2% biop	2 1% biop	-	-	1 1% biop
Made from recyclable materials	22 1%	-	2 1% bipq	5 3% bipq	1 1% bipq	2 1% bipq	2 1% bipq	2 1% bipq	-	1 1% bipq	1 1% bipq	3 2% bipq	1 1% bipq	1 1% bipq	1 1% bipq	-	-
Reusable	11 1%	-	-	1 1% bipq	1 1% bipq	-	-	3 2% bipq	1 1% bipq	-	-	1 1% bipq	1 1% bipq	-	3 2% bipq	-	-
Does not contain petroleum	1 1%	-	-	-	-	-	-	-	1 1% bipq	-	-	-	-	-	-	-	-
Compostable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GENERAL ENVIRONMENTAL RESPONSES (NET)	666 26%	1 1% bdefgijklnopq	73 46% bklnop	49 31% bklnop	51 32% bklnop	48 31% bklnop	57 36% bklnop	48 31% bklnop	48 31% bklnop	53 34% bklnop	24 15% b	31 20% b	48 30% bklnop	33 21% b	33 21% b	23 15% b	46 29% bklnop

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

2. Kitchen flooring

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Good for/helps/benefits the environment	424 17%	1 1%	37 23% bklnop	33 21% bklnop	38 24% bklnop	31 20% bklnop	25 16% bk	32 20% bklnop	32 20% bklnop	33 21% bklnop	11 7% b	20 13% b	38 24% bklnop	21 13% b	22 14% bk	17 11% b	33 21% bklp
No harm/harmless/safe for the environment/won't hurt the environment	161 6%	- -	32 20% bdefhijklmnopq	11 7% bmp	8 5% bp	12 8% blmp	31 20% bdefhijklmnopq	14 9% blmpq	12 8% blmp	8 5% bp	10 6% bmp	4 3% bp	2 1% bp	6 4% bp	6 4% bp	- -	5 3% bp
The company is environmentally conscious	39 2%	- -	- -	4 3% bc	2 1% bc	2 1% bc	2 1% bc	1 1% bc	3 2% bc	2 1% bc	1 1% bc	1 1% bc	4 3% bc	4 3% bc	4 3% bc	3 2% bc	6 4% bc
Saves natural resources	36 1%	- -	1 1%	3 2%	1 1%	2 1%	- -	1 1%	2 1%	6 4% bgm	4 3% bgm	8 5% bceghmn	- -	1 1%	2 1%	2 1%	3 2%
Saved/Used less energy to produce	20 1%	- -	6 4% bdfhjklq	- -	4 3% bdfhjklq	- -	1 1% bdfhjklq	- -	2 1% bdfhjklq	- -	- -	- -	4 3% bdfhjklq	1 1% bdfhjklq	1 1% bdfhjklq	1 1% bdfhjklq	- -
Better for environment than [other products]	14 1%	- -	- -	1 1%	- -	2 1%	- -	1 1%	1 1%	5 3% bceghklpq	- -	- -	2 1% bceghklpq	2 1% bceghklpq	- -	- -	- -
Healthy/not harmful to my health	6 *	- -	2 1%	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -
GENERAL POSITIVE MENTIONS-ENVIRONMENTAL (NET)	306 12%	107 67%	6 4%	6 4%	3 2%	6 4%	14 9% e	7 4%	11 7% e	10 6% e	66 42% e	14 9% e	9 6% e	18 11% e	11 7% e	8 5% e	10 6% e
Strong/Durable	68 3%	21 13%	1 1%	1 1%	- -	- -	- -	1 1%	- -	1 1%	23 15% efgio	6 4% efgio	3 2% efgio	8 5% efgio	- -	1 1%	2 1%
Lasts a long time	58 2%	7 4%	- -	- -	- -	- -	1 1%	- -	1 1%	- -	32 20% bdefghijklmnopq	4 3% bdefghijklmnopq	2 1% bdefghijklmnopq	8 5% bdefghijklmnopq	2 1% bdefghijklmnopq	1 1% bdefghijklmnopq	- -
New improved better design	44 2%	37 23%	- -	- -	1 1%	1 1%	- -	- -	- -	1 1%	1 1%	- -	1 1%	- -	1 1%	- -	1 1%
Easy to maintain/clean	37 1%	12 8%	1 1%	- -	- -	- -	5 3% defhijmpq	- -	- -	- -	12 8% cdefghijklmnopq	3 2% cdefghijklmnopq	- -	1 1% cdefghijklmnopq	3 2% cdefghijklmnopq	- -	- -
Used a different/eco-friendly material	35 1%	16 10%	2 1%	2 1%	2 1%	- -	6 4% fkdmq	1 1%	2 1%	1 1%	- -	- -	- -	1 1% cdefghijklmnopq	1 1% cdefghijklmnopq	1 1% cdefghijklmnopq	- -
Better than what was available before	31 1%	29 18%	- -	- -	- -	- -	- -	1 1%	- -	- -	1 1% cdefghijklmnopq	- -	- -	- -	- -	- -	- -
Cheap/Less expensive	21 1%	2 1%	1 1%	- -	1 1%	2 1%	1 1%	3 2%	2 1%	3 2%	- -	- -	- -	- -	2 1% cdefghijklmnopq	1 1% cdefghijklmnopq	3 2% cdefghijklmnopq
Good/Good Idea	20 1%	2 1%	- -	- -	- -	3 2%	- -	2 1%	3 2%	2 1%	- -	1 1% cdefghijklmnopq	1 1% cdefghijklmnopq	2 1% cdefghijklmnopq	1 1% cdefghijklmnopq	- -	3 2% cdefghijklmnopq
Better/Higher quality	17 1%	11 7%	- -	1 1%	- -	- -	1 1%	- -	- -	- -	2 1% cdefghijklmnopq	- -	2 1% cdefghijklmnopq	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

2. Kitchen flooring

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Something I would be interested in purchasing	6 *	-	1 1%	-	-	-	-	-	2 1%	2 1%	-	1 1%	-	-	-	-	-
Other general positive mentions - non-environmental	15 1%	2 1%	-	2 1%	-	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	2 1%	4 3%	1 1%
NEGATIVE MENTIONS (NET)	190 8%	13 8%	7 4%	13 8%	10 6%	18 12%	10 6%	16 10%	19 12%	18 11%	4 3%	6 4%	10 6%	16 10%	12 8%	5 3%	13 8%
More expensive	71 3%	2 1%	1 1%	6 4%	5 3%	7 4%	5 3%	6 4%	7 4%	11 7%	-	2 1%	4 3%	4 3%	4 3%	2 1%	5 3%
Other negative mentions	80 3%	11 7%	6 4%	6 4%	2 1%	6 4%	4 3%	9 6%	7 4%	3 2%	3 2%	-	6 4%	6 4%	6 4%	2 1%	3 2%
Cheap/Less durable/not as good quality	50 2%	-	-	3 2%	3 2%	7 4%	1 1%	3 2%	5 3%	4 3%	1 1%	4 3%	1 1%	8 5%	3 2%	1 1%	6 4%
More information needed	43 2%	3 2%	2 1%	4 3%	4 3%	2 1%	1 1%	1 1%	2 1%	3 2%	2 1%	3 2%	4 3%	9 6%	1 1%	1 1%	1 1%
Don't understand/No idea of what the statement suggests	31 1%	2 1%	2 1%	-	4 3%	1 1%	3 2%	1 1%	1 1%	-	3 2%	1 1%	6 4%	2 1%	3 2%	2 1%	-
Other	93 4%	15 9%	11 7%	6 4%	6 4%	9 6%	3 2%	5 3%	6 4%	5 3%	6 4%	4 3%	1 1%	4 3%	4 3%	5 3%	3 2%
None/Nothing	202 8%	12 8%	10 6%	9 6%	6 4%	5 3%	16 10%	12 8%	13 8%	11 7%	25 16%	17 11%	11 7%	12 8%	12 8%	19 12%	12 8%
Don't Know	110 4%	3 2%	7 4%	2 1%	7 4%	3 2%	9 6%	5 3%	11 7%	1 1%	4 3%	13 8%	14 9%	6 4%	6 4%	15 9%	4 3%
Declined to answer	18 1%	1 1%	1 1%	1 1%	-	-	1 1%	-	2 1%	2 1%	-	4 3%	3 2%	-	2 1%	1 1%	-
Sigma	3109 123%	194 122%	214 135%	201 128%	193 121%	193 124%	206 130%	206 131%	195 124%	194 123%	184 117%	203 130%	188 119%	201 127%	182 115%	167 106%	188 118%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

3. A laundry basket

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SPECIFIC ENVIRONMENTAL RESPONSES (NET)	1361 54%	4 3%	81 52% bk	102 65% bcek	84 54% bk	96 62% bk	86 54% bk	97 62% bk	90 57% bk	89 57% bk	35 22% b	101 64% bck	87 55% bk	106 66% bcegkm	111 70% bcegiikmp	93 60% bk	99 63% bck
Made from recycled materials	810 32%	2 1%	57 37% beikmp	55 35% beikmp	36 23% bk	85 54% bodeghikmop	49 31% bikp	48 31% bikp	32 20% bk	79 50% bodeghikmop	7 4%	46 29% bkp	36 23% bk	99 62% bodeghikmop	60 38% beikmp	26 17% bk	93 60% bodeghikmop
Made with renewable/green/clean energy	202 8%	-	7 4% bfjklnoq	3 2% bodeghikmop	37 24% bodeghikmop	-	3 2%	2 1%	40 25% bodeghikmop	-	-	-	50 32% bodeghikmop	-	-	59 38% bodeghikmop	1 1%
Recyclable	165 7%	1 1%	9 6% bp	22 14% bcefjkmnpq	6 4%	3 2%	17 11% befijmpq	18 11% befijmpq	5 3%	4 3%	9 6% bp	25 16% bcefjkmnpq	3 2%	9 6% bp	28 18% bcefjkmnpq	2 1%	4 3%
Made with renewable materials	128 5%	-	12 8% befjmnq	17 11% befjmnq	3 2%	3 2%	6 4% b	20 13% befjkmnpq	7 4% bjq	1 1%	5 3% bjq	20 13% befjkmnpq	2 1%	3 2% befjkmnpq	19 12% befjkmnpq	6 4% b	1 1%
Degradable/biodegradable/dec omposes quickly	83 3%	1 1%	8 5% bmpq	3 2% mq	5 3% mq	6 4% bodehijkmnpq	21 13% bmq	8 5% bmnpq	9 6% mq	6 4% mq	3 2%	5 3% mq	-	2 1% mq	5 3% mq	1 1%	-
Made from recyclable materials	30 1%	-	3 2% bfjkn	6 4% bfjkn	2 1%	-	4 3% bfjkn	3 2%	1 1%	-	-	4 3% bfjkn	1 1%	-	3 2% bfjkn	2 1%	1 1%
Made from natural materials	27 1%	-	2 1%	1 1%	-	2 1%	6 4% bejmnpq	2 1%	3 2%	-	1 1% bejmnpq	6 4% bejmnpq	-	-	4 3% bejmnpq	-	-
Non-toxic	23 1%	-	6 4% bklnmq	2 1%	1 1%	1 1% bklnmq	4 3% bklnmq	3 2%	2 1%	1 1%	-	-	-	1 1%	-	2 1%	-
Other specific environmental response mentions	40 2%	-	4 3% bkmp	4 3% bkmp	4 3% bkmp	2 1%	3 2% bkmp	6 4% bkmp	2 1%	5 3% bkmp	-	3 2%	-	2 1%	3 2%	-	2 1%
Made from sustainable resources	18 1%	-	-	2 1%	-	1 1%	1 1%	2 1%	-	-	5 3% bceijq	2 1%	1 1%	2 1%	1 1%	1 1%	-
Made with plant materials	16 1%	-	-	2 1%	1 1%	-	1 1%	2 1%	-	-	1 1% bcfijnq	6 4% bcfijnq	1 1%	-	2 1%	-	-
Reusable	13 1%	-	-	1 1%	1 1%	1 1%	1 1%	2 1%	-	1 1%	3 2%	1 1%	-	1 1%	1 1%	-	-
Does not contain petroleum	11 1%	-	-	3 2%	-	-	-	1 1%	1 1%	-	-	3 2%	-	-	3 2%	-	-
Compostable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GENERAL ENVIRONMENTAL RESPONSES (NET)	593 24%	3 2% bodeghijkmnpq	70 45% bk	39 25% bk	38 24% behklmop	54 35% bklmop	48 30% bklmop	37 24% bk	40 25% bkp	52 33% bklmop	17 11% b	29 18% bk	29 18% bk	40 25% bkp	29 18% bk	25 16% b	43 28% bkp

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

3. A laundry basket

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Good for/helps/benefits the environment	381 15%	2 1%	48 31%	24 15%	23 15%	34 22%	25 16%	25 16%	22 14%	36 23%	12 7%	24 15%	19 12%	28 18%	20 13%	13 8%	26 17%
No harm/harmless/safe for the environment/won't hurt the environment	130 5%	-	15 10%	9 6%	12 8%	9 6%	24 15%	10 6%	12 8%	11 7%	5 3%	4 3%	1 1%	6 4%	6 4%	4 3%	2 1%
The company is environmentally conscious	44 2%	-	2 1%	-	2 1%	8 5%	1 1%	-	2 1%	4 3%	-	-	6 4%	3 2%	2 1%	3 2%	11 7%
Saves natural resources	22 1%	-	2 1%	4 3%	-	3 2%	-	-	-	1 1%	-	3 2%	2 1%	3 2%	2 1%	-	2 1%
Saved/Used less energy to produce	20 1%	-	5 3%	1 1%	3 2%	-	-	-	4 3%	-	-	1 1%	-	-	-	4 3%	2 1%
Better for environment than [other products]	19 1%	1 1%	1 1%	2 1%	-	2 1%	1 1%	2 1%	2 1%	2 1%	-	-	1 1%	1 1%	-	2 1%	2 1%
Healthy/not harmful to my health	4 *	-	1 1%	1 1%	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-
GENERAL POSITIVE MENTIONS-ENVIRONMENTAL (NET)	268 11%	118 75%	4 3%	7 4%	2 1%	4 3%	5 3%	6 4%	4 3%	8 5%	66 41%	9 6%	9 6%	15 9%	6 4%	2 1%	3 2%
Strong/Durable	78 3%	20 13%	-	1 1%	-	-	-	-	-	1 1%	34 21%	5 3%	4 3%	11 7%	1 1%	-	1 1%
New improved better design	69 3%	69 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lasts a long time	41 2%	4 3%	-	-	-	-	1 1%	-	-	-	32 20%	1 1%	2 1%	1 1%	-	-	-
Better than what was available before	31 1%	29 18%	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-
Used a different/eco-friendly material	26 1%	5 3%	2 1%	2 1%	-	1 1%	3 2%	2 1%	2 1%	2 1%	3 2%	3 2%	-	-	1 1%	-	-
Good/Good Idea	13 1%	-	1 1%	2 1%	-	-	-	1 1%	1 1%	2 1%	1 1%	-	1 1%	2 1%	-	2 1%	-
Better/Higher quality	11 *	6 4%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-
Something I would be interested in purchasing	11 *	-	-	1 1%	1 1%	-	-	2 1%	-	2 1%	-	-	1 1%	1 1%	1 1%	-	2 1%
Cheap/Less expensive	6 *	-	-	-	-	1 1%	1 1%	-	1 1%	1 1%	-	-	-	-	2 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

3. A laundry basket

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Easy to maintain/clean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general positive mentions - non-environmental	11 degijlmnopq	5 3%	1 1%	-	-	1 1%	-	1 1%	-	-	3 2%	-	-	-	-	-	-
NEGATIVE MENTIONS (NET)	163 6%	11 7%	9 6%	17 11% ikmn	13 8% k	11 7%	11 7%	13 8% k	7 4%	11 7%	5 3%	9 6%	7 4%	7 4%	8 5%	15 10% k	9 6%
More expensive	61 2%	3 2%	2 1%	11 7% bcgiklmop	3 2%	6 4%	3 2%	5 3%	3 2%	6 4%	1 1%	3 2%	2 1%	4 3%	2 1%	3 2%	4 3%
Other negative mentions	96 4%	9 6% no	6 4% o	6 4% o	11 7% lnoq	5 3% o	8 5% o	9 6% no	5 3% o	5 3% o	5 3% o	3 2%	6 4% o	2 1%	-	13 8% klnoq	3 2%
Cheap/Less durable/not as good quality	25 1%	1 1%	1 1%	2 1%	1 1%	1 1%	-	3 2%	-	-	-	4 3% gijkmp	-	1 1% bcdfgijkmp	8 5%	-	3 2%
Don't understand/No idea of what the statement suggests	41 2%	1 1%	1 1%	-	8 5% bcdhghjinoq	-	1 1%	1 1%	6 4% dfq	1 1% bcdhghjinoq	8 5% dfq	3 2%	5 3% dfq	1 1%	1 1%	4 3% dfq	-
More information needed	18 1%	2 1%	1 1%	3 2%	-	3 2%	1 1%	-	3 2%	2 1%	1 1%	1 1%	-	-	-	-	1 1%
Other	75 3%	7 4% dfq	2 1%	1 1% cdfhlmq	13 8%	1 1%	5 3%	3 2%	5 3%	5 3%	8 5% dfq	2 1%	3 2%	8 5% dfq	5 3%	6 4%	1 1%
None/Nothing	166 7%	15 10% o	8 5%	9 6%	10 6%	8 5%	12 8%	7 4%	9 6%	8 5%	17 11% ho	12 8%	16 10% o	8 5%	5 3%	11 7%	11 7%
Don't Know	83 3%	2 1%	4 3%	2 1%	3 2%	1 1%	5 3%	6 4%	7 4% fj	1 1% bcdhghjinoq	15 9% bcdhghjinoq	5 3% bcdefijnq	13 8% bcdefijnq	2 1%	5 3%	10 6% bcdefijnq	2 1%
Declined to answer	10	-	1 1%	1 1%	-	1 1%	-	1 1%	-	-	-	-	2 1%	-	1 1%	2 1%	1 1%
Sigma	3058 122%	185 118%	212 136%	204 130%	188 121%	190 122%	207 131%	195 124%	187 119%	188 120%	182 113%	195 124%	179 114%	201 126%	193 122%	176 113%	176 113%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

4. Wrapping paper

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SPECIFIC ENVIRONMENTAL RESPONSES (NET)	1476 59%	8 5%	91 58% bk	109 70% bckm	91 58% bk	104 67% bkm	104 67% bckm	115 73% bceijklmp	93 59% bk	97 61% bk	45 29% b	101 63% bk	85 54% bk	118 75% bceijklmp	118 74% bceijklmp	94 60% bk	103 66% bkm
Made from recycled materials	920 37%	6 4%	75 48% beikmp	72 46% beikmp	31 20% bk	100 64% bodeghijklmp	68 44% beikmp	62 39% beikmp	36 23% bk	83 53% behikmp	16 10% b	60 37% beikmp	24 15% b	105 67% bodeghijklmp	53 33% beikmp	34 22% bk	95 61% bodeghikmp
Made with renewable/green/clean energy	201 8%	-	6 4%	-	45 29%	-	3 2%	-	43 27%	-	1 1%	1 1%	45 29%	-	2 1%	55 35%	-
Recyclable	190 8%	-	11 7% b	17 11% befijpq	7 4% b	6 4% b	12 8% b	28 18% b	4 3% b	7 4% b	9 6% b	21 13% befijklmp	10 6% b	11 7% b	35 22% bodeghijklmp	5 3% b	7 4% b
Degradable/biodegradable/decomposes quickly	137 5%	2 1%	15 10% bfklmnopq	7 4% fpq	4 4% fpq	-	46 29% bodeghijklmnopq	15 10% bfklmnopq	12 8% bfklmnopq	13 8% bfklmnopq	4 3% fp	6 4% fp	3 2%	3 2%	3 2%	-	1 1%
Made with renewable materials	106 4%	-	3 2%	15 10% bcefgjnpq	3 2%	1 1%	2 1% bcefgjnpq	16 10% bcefgjnpq	7 4% bfj	-	7 4% bfj	16 10% bcefgjnpq	8 5% bfj	5 3% bfj	18 11% bcefgjklmnopq	3 2%	2 1%
Made with plant materials	27 1%	-	3 2%	3 2%	2 1%	2 1%	-	2 1%	-	-	1 1%	4 2% bgijn	1 1%	-	7 4% bgijklmnopq	1 1%	1 1%
Made from sustainable resources	24 1%	-	2 1%	3 2%	-	-	1 1%	-	-	-	8 5% befghijpq	3 2%	2 1%	3 2%	2 1%	-	-
Reusable	21 1%	-	-	1 1% bcgjmn	4 3% bcgjmn	1 1%	-	1 1%	1 1%	-	2 1%	3 2%	-	-	6 4% bcgjmn	-	2 1%
Other specific environmental response mentions	9 *	-	-	2 1%	-	-	-	-	2 1%	-	1 1%	-	2 1%	-	2 1%	-	-
Made from recyclable materials	17 1%	-	1 1%	2 1%	1 1%	-	-	5 3% bfgjkmn	2 1%	-	-	2 1%	-	-	2 1%	1 1%	1 1%
Non-toxic	16 1%	-	5 3% beijklmnopq	1 1%	-	1 1% beijklmnopq	6 4% beijklmnopq	2 1%	1 1%	-	-	-	-	-	-	-	-
Made from natural materials	13 1%	-	3 2%	1 1%	-	-	2 1%	2 1%	-	-	2 1%	1 1%	-	-	2 1%	-	-
Compostable	3 *	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-
Does not contain petroleum	3 *	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	1 1%	-	-
GENERAL ENVIRONMENTAL RESPONSES (NET)	562 22%	3 2% bdehiklmnop	57 36% bk	34 22% bk	39 25% bk	46 29% bklmo	46 29% bklmo	37 24% bk	35 22% bk	49 31% bklmop	16 10% b	28 17% b	30 19% bk	36 23% bk	30 19% bk	32 20% bk	44 28% bkl

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

4. Wrapping paper

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Good for/helps/benefits the environment	354 14%	1 1%	43 27%	22 14% bk	20 13% bk	29 19% bk	23 15% bk	20 13% bk	26 17% bk	32 20% bk	9 6% b	19 12% b	23 15% bk	23 15% bk	20 13% bk	17 11% b	27 17% bk
No harm/harmless/safe for the environment/won't hurt the environment	105 4%	2 1%	12 8% bikmnoq	5 3%	7 4% ko	7 4% ko	22 14% bdehijklnmnoq	10 6% bklnnoq	4 3%	11 7% bklnnoq	1 1%	7 4% ko	3 2%	3 2%	1 1%	7 4% ko	3 2%
Saves natural resources	47 2%	-	-	4 3% bcim	1 1%	6 4% bcim	2 1%	2 1%	-	6 4% bcim	7 4% bceilmnp	1 1%	-	5 3% bcim	2 1%	1 1% bceghilmnp	10 6%
The company is environmentally conscious	41 2%	-	-	2 1%	4 3% bcl	2 1%	1 1%	4 3% bcl	5 3% bcl	1 1%	1 1%	-	3 2%	3 2%	6 4% bcl	5 3% bcl	4 3% bcl
Better for environment than [other products]	17 1%	-	1 1%	-	3 2%	2 1%	-	2 1%	-	1 1%	-	1 1%	1 1%	3 2%	2 1%	-	1 1%
Saved/Used less energy to produce	16 1%	-	1 1%	1 1% bgjkloq	5 3%	1 1%	-	1 1%	2 1%	-	-	-	2 1%	1 1%	-	2 1%	-
Healthy/not harmful to my health	2 *	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-
GENERAL POSITIVE MENTIONS- ON-ENVIRONMENTAL (NET)	211 8%	93 59%	2 1%	5 3%	1 1%	8 5% eh	3 2%	1 1%	4 3%	7 4% eh	47 30% cdefghijklmnoq	9 6% ceh	7 4% eh	10 6% cegho	3 2%	4 3%	7 4% eh
Strong/Durable	77 3%	34 22%	-	-	-	-	-	-	-	-	32 21% cdefghijklmnoq	2 1%	3 2%	5 3% cdefghijop	-	-	1 1%
New improved better design	34 1%	31 20%	-	-	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	-
Better than what was available before	22 1%	21 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Lasts a long time	19 1%	1 1%	-	-	-	-	-	-	-	-	14 9% bdefghijklmnoq	1 1%	1 1%	2 1%	-	-	-
Used a different/eco-friendly material	17 1%	6 4% efjknq	1 1%	2 1%	-	-	1 1%	1 1%	1 1%	-	-	2 1%	1 1%	-	1 1%	1 1%	-
Good/Good Idea	14 1%	-	-	1 1%	1 1%	1 1%	2 1%	-	-	2 1%	1 1%	2 1%	-	-	1 1%	2 1%	1 1%
Something I would be interested in purchasing	12 *	-	-	-	-	3 2%	-	-	2 1%	3 2%	-	1 1%	1 1%	2 1%	-	-	-
Better/Higher quality	11 *	7 4% cdefghijklmnoq	1 1%	1 1%	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	-
Cheap/Less expensive	9 *	-	-	-	-	3 2%	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	3 2%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product?

4. Wrapping paper

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Easy to maintain/clean	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general positive mentions - non-environmental	13 1%	7 4%	1 1%	1 1%	-	1 1%	-	-	1 1%	-	-	-	-	-	-	-	2 1%
NEGATIVE MENTIONS (NET)	155 6%	22 14%	7 4%	11 7%	14 9%	7 4%	2 1%	6 4%	16 10%	13 8%	7 4%	6 4%	9 6%	9 6%	8 5%	8 5%	10 6%
More expensive	60 2%	3 2%	3 2%	2 1%	8 5%	4 3%	-	4 3%	7 4%	9 6%	-	3 2%	4 3%	4 3%	3 2%	4 3%	2 1%
Other negative mentions	79 3%	17 11%	4 3%	7 4%	7 4%	3 2%	2 1%	2 1%	6 4%	4 3%	6 4%	3 2%	4 3%	4 3%	4 3%	5 3%	1 1%
Cheap/Less durable/not as good quality	29 1%	3 2%	-	2 1%	1 1%	-	-	-	4 3%	4 3%	1 1%	1 1%	1 1%	1 1%	3 2%	1 1%	7 4%
Don't understand/No idea of what the statement suggests	34 1%	2 1%	1 1%	2 1%	2 1%	-	1 1%	-	7 4%	-	3 2%	2 1%	7 4%	2 1%	-	5 3%	-
More information needed	29 1%	2 1%	-	2 1%	2 1%	6 4%	1 1%	1 1%	1 1%	3 2%	2 1%	1 1%	-	2 1%	1 1%	2 1%	3 2%
Other	81 3%	10 6%	11 7%	1 1%	2 1%	2 1%	5 3%	4 3%	6 4%	7 4%	10 6%	8 5%	3 2%	4 3%	2 1%	2 1%	4 3%
None/Nothing	173 7%	23 15%	9 6%	10 6%	14 9%	9 6%	6 4%	6 4%	10 6%	4 3%	19 12%	9 6%	19 12%	6 4%	6 4%	16 10%	7 4%
Don't Know	79 3%	3 2%	3 2%	2 1%	5 3%	2 1%	4 3%	3 2%	5 3%	-	18 12%	8 5%	11 7%	1 1%	5 3%	9 6%	-
Declined to answer	13 1%	1 1%	-	1 1%	-	3 2%	1 1%	-	-	2 1%	-	3 2%	2 1%	-	-	-	-
Sigma	3074 122%	182 116%	216 138%	192 123%	183 117%	195 125%	211 135%	193 123%	197 125%	195 123%	177 113%	192 119%	185 118%	201 128%	191 120%	179 114%	185 118%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
SUMMARY OF SUGGESTED

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
made from recycled materials	5107 68%	104 22%	390 83%	345 73%	271 58%	439 94%	370 78%	355 75%	268 57%	446 94%	180 38%	306 65%	222 47%	447 94%	317 67%	203 43%	444 94%
			bdehiklmop	beiklmop	bkmop	bcdgghiklmop	beiklmop	beiklmop	bkmop	bcdgghiklmop	b	beikmp	b	bcdgghiklmop	beikmp	b	bcdgghiklmop
made with renewable materials	4955 66%	105 22%	359 76%	431 92%	287 61%	288 62%	346 73%	429 91%	278 59%	291 62%	234 49%	433 91%	270 57%	283 60%	419 88%	234 50%	268 57%
			befijklnmpq	bcdgghiklmop	bkp	bkp	befijklnmpq	bcdgghiklmop	bkp	bkp	b	bcdgghiklmop	bkp	bcdgghiklmop	bcdgghiklmop	b	bcdgghiklmop
recyclable	4814 64%	105 22%	383 81%	361 77%	260 55%	330 71%	374 79%	373 79%	257 55%	365 77%	202 43%	339 72%	225 48%	346 73%	355 75%	187 40%	352 74%
			befijklnmpq	befikmp	bkmop	beikmp	befikmp	befikmp	bkmop	befikmp	b	beikmp	bp	beikmp	beikmp	b	beikmp
made with renewable energy	3777 50%	72 15%	298 63%	210 45%	413 88%	153 33%	241 51%	215 46%	412 87%	156 33%	162 34%	174 37%	418 89%	132 28%	181 38%	417 89%	123 26%
			bdfghijklnoq	bfgiklnoq	bcdgghiklmop	bq	bfgiklnoq	bfgiklnoq	bcdgghiklmop	bq	bnq	bnq	bcdgghiklmop	b	bnq	bcdgghiklmop	b
biodegradable	3331 44%	87 18%	336 71%	245 52%	205 44%	182 39%	345 73%	270 57%	223 47%	216 46%	160 34%	221 47%	164 35%	153 32%	218 46%	139 30%	167 35%
			bdefhijklmnoq	befijklnmpq	bkmnpq	bnp	bdefhijklmnoq	befijklnmpq	bfgiklnoq	bfgiklnoq	b	bfgiklnoq	b	b	bfgiklnoq	b	b
non-toxic	2900 38%	109 23%	321 68%	204 43%	185 39%	166 35%	332 70%	222 47%	183 39%	191 40%	139 29%	162 34%	137 29%	134 28%	156 33%	112 24%	147 31%
			bdefhijklmnoq	bfgiklnoq	bkmnpq	bkmnp	bdefhijklmnoq	befijklnmpq	bkmnpq	bkmnpq	b	bnp	b	b	bp	b	bp
compostable	2761 37%	74 16%	262 56%	199 42%	174 37%	159 34%	277 59%	202 43%	181 38%	184 39%	135 28%	193 41%	134 28%	142 30%	186 39%	109 23%	150 32%
			bdefhijklmnoq	bfgiklnoq	bkmnp	bp	bdefhijklmnoq	bfgiklnoq	bkmnpq	bkmnpq	b	bfgiklnoq	b	bp	bkmnpq	b	bp

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
SUMMARY OF NOT SUGGESTED

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
non-toxic	3485 46%	302 64%	81 17%	207 44% cg	228 48% cgh	225 48% cgh	87 18%	183 39% cg	219 46% cgh	222 47% cgh	227 48% cgh	227 48% cgh	252 53% cdghij	264 56% cdelfghijkl	229 48% cgh	282 60% cdelfghijklmnoq	250 53% cdgh
compostable	3445 46%	335 71%	120 25%	189 40% cg	223 47% cdghi	225 48% cdghl	120 25%	190 40% cg	213 45% cg	223 47% cdghl	220 46% cg	192 41% cg	238 50% cdghlo	247 52% cdghilo	200 42% cg	274 58% cdelfghijklmnoq	236 50% cdghlo
biodegradable	3141 42%	322 68%	78 17%	164 35% cg	211 45% cdghi	213 46% cdghlo	77 16%	151 32% cg	195 41% cdgh	202 43% cdgh	203 43% cdgh	179 38% cg	226 48% cdghilo	249 52% cdelfghijkl	185 39% cgh	258 55% cdelfghijklmnoq	228 48% cdghilo
made with renewable energy	2700 36%	334 71%	90 19%	203 43% eimp	28 6% cegimp	234 50% cddeghikmp	152 32% ceimp	199 42% cegimp	25 5% cddeghikmp	249 53% cegimp	204 43% cegimp	211 45% cegimp	18 4% cddeghikmp	264 56% cddeghikmp	214 45% cegimp	16 3% cddeghikmp	259 55% cddeghikmp
recyclable	2021 27%	307 65%	46 10%	76 16% cg	173 37% cdfghijlnoq	101 22% cdgh	55 12%	70 15% c	169 36% cdfghijlnoq	85 18% cg	170 36% cdfghijlnoq	91 19% cg	184 39% cdfghijlnoq	91 19% cg	94 20% cgh	225 48% cdelfghijklmnoq	84 18% cg
made with renewable materials	1854 25%	308 65%	50 11%	18 4% dhl	144 31% cdghlo	125 27% cdghlo	73 15%	23 5% cdfghlo	156 33% cdghlo	138 29% cdghlo	145 31% cdghlo	15 3% cdghlo	146 31% cdghlo	135 28% cdghlo	36 8% dl	186 39% cdelfghijklmnoq	156 33% cdelfghlo
made from recycled materials	1806 24%	309 65%	40 8%	96 20% fjlnq	167 35% cdfghijlnoq	11 2%	60 13% cfjlnq	87 18% cfjlnq	169 36% cdfghijlnoq	13 3% cdfghijlnoq	185 39% cdfghijlnoq	129 27% cdfghijlnoq	189 40% cdfghijlnoq	9 2% cdfghijlnoq	122 26% cdfghijlnoq	210 45% cdfghijlnoq	10 2% cdfghijlnoq

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
SUMMARY OF MEANS

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
made from recycled materials	3.1	1.8	3.3 bdeghiklmop	3.2 beiklmop	2.7 bkmp	3.8 bdeghiklmop	3.2 beiklmop	3.1 beiklmop	2.7 bkmp	3.8 bdeghiklmop	2.4 b	2.9 beikmp	2.5 b	3.8 bdeghiklmop	3.0 beikmp	2.4 b	3.9 bdeghiklmop
made with renewable materials	3.0	1.8	3.2 befgijklnpq	3.7 bcelfgijklnpq	2.8 bp	2.9 bip	3.1 befgijklnpq	3.7 bcelfgijklnpq	2.7 b	2.9 bip	2.7 bp	3.7 bcelfgijklnpq	2.8 bp	2.9 bip	3.6 bcelfgijklnpq	2.5 b	2.8 bp
recyclable	2.9	1.8	3.3 bdefijklnpq	3.1 beikmp	2.6 bp	3.0 beikmp	3.3 befgijklnpq	3.2 befiklmop	2.6 bmp	3.1 beikmp	2.5 bp	3.0 beikmp	2.5 b	3.1 beikmp	3.1 beikmp	2.3 b	3.1 beikmp
made with renewable energy	2.7	1.7	3.0 bdfghijklnpq	2.5 bfjklnpq	3.7 bcdghijklnpq	2.2 bn	2.6 bfghijklnpq	2.5 bfjklnpq	3.7 bcdghijklnpq	2.2 b	2.3 bnq	2.3 bnq	3.8 bcdghijklnpq	2.0 b	2.3 bjnq	3.8 bcdghijklnpq	2.1 b
biodegradable	2.4	1.7	3.1 bdefhijklnpq	2.6 befijklnpq	2.4 bmnp	2.3 bnp	3.1 bdefhijklnpq	2.7 befijklnpq	2.4 bklnpq	2.5 bfklnpq	2.3 bp	2.5 bfklnpq	2.2 b	2.2 b	2.5 bfklnpq	2.1 b	2.3 bp
non-toxic	2.3	1.8	3.1 bdefhijklnpq	2.4 bklnpq	2.3 bmnp	2.3 bmnp	3.1 bdefhijklnpq	2.5 befijklnpq	2.3 bmnp	2.3 bklnpq	2.2 bp	2.2 bmp	2.0 b	2.1 bp	2.2 bmp	1.9	2.2 bp
compostable	2.3	1.7	2.9 bdefhijklnpq	2.4 befiklnpq	2.2 bmp	2.2 bp	2.9 bdefhijklnpq	2.5 befiklnpq	2.3 bmnp	2.3 bklnpq	2.2 bp	2.4 bklnpq	2.1 b	2.1 bp	2.3 bklnpq	2.0 b	2.2 bp

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_1_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
1. recyclable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	4814 64%	105 22%	383 81%	361 77%	260 55%	330 71%	374 79%	373 79%	257 55%	365 77%	202 43%	339 72%	225 48%	346 73%	355 75%	187 40%	352 74%
(4) Definitely Suggested	2329 31%	28 6%	184 39%	180 38%	120 25%	175 37%	192 41%	208 44%	117 25%	190 40%	71 15%	146 31%	80 17%	190 40%	172 36%	84 18%	192 41%
(3) Probably Suggested	2485 33%	77 16%	199 42%	181 39%	140 30%	155 33%	182 39%	165 35%	140 30%	175 37%	131 28%	193 41%	145 31%	156 33%	183 39%	103 22%	160 34%
NOT SUGGESTED (NET)	2021 27%	307 65%	46 10%	76 16%	173 37%	101 22%	55 12%	70 15%	169 36%	85 18%	170 36%	91 19%	184 39%	91 19%	94 20%	225 48%	84 18%
(2) Probably Not Suggested	808 11%	93 20%	29 6%	35 7%	55 12%	44 9%	27 6%	27 6%	62 13%	37 8%	76 16%	46 10%	67 14%	36 8%	54 11%	81 17%	39 8%
(1) Definitely Not Suggested	1213 16%	214 45%	17 4%	41 9%	118 25%	57 12%	28 6%	43 9%	107 23%	48 10%	94 20%	45 9%	117 25%	55 12%	40 8%	144 31%	45 10%
Not sure	719 10%	61 13%	42 9%	33 7%	38 8%	37 8%	43 9%	28 6%	45 10%	23 5%	102 22%	44 9%	63 13%	38 8%	26 5%	59 13%	37 8%
MEAN	2.9	1.8	3.3	3.1	2.6	3.0	3.3	3.2	2.6	3.1	2.5	3.0	2.5	3.1	3.1	2.3	3.1
STD. DEV	1.07	0.97	0.76	0.92	1.16	1.02	0.84	0.94	1.14	0.96	1.07	0.93	1.10	1.01	0.92	1.15	0.96
STD. ERR	0.01	0.05	0.04	0.04	0.06	0.05	0.04	0.04	0.05	0.05	0.06	0.04	0.05	0.05	0.04	0.06	0.05
Sigma	7554 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_1_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
2. made from recycled materials

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	5107 68%	104 22%	390 83%	345 73%	271 58%	439 94%	370 78%	355 75%	268 57%	446 94%	180 38%	306 65%	222 47%	447 94%	317 67%	203 43%	444 94%
(4) Definitely Suggested	3211 43%	27 6%	192 41%	208 44%	141 30%	388 83%	172 36%	198 42%	120 25%	398 84%	56 12%	155 33%	83 18%	399 84%	167 35%	102 22%	405 86%
(3) Probably Suggested	1896 25%	77 16%	198 42%	137 29%	130 28%	51 11%	198 42%	157 33%	148 31%	48 10%	124 26%	151 32%	139 29%	48 10%	150 32%	101 21%	39 8%
NOT SUGGESTED (NET)	1806 24%	309 65%	40 8%	96 20%	167 35%	11 2%	60 13%	87 18%	169 36%	13 3%	185 39%	129 27%	189 40%	9 2%	122 26%	210 45%	10 2%
(2) Probably Not Suggested	772 10%	96 20%	25 5%	57 12%	64 14%	4 1%	29 6%	36 8%	66 14%	4 1%	90 19%	63 13%	77 16%	2 0%	74 16%	82 17%	3 1%
(1) Definitely Not Suggested	1034 14%	213 45%	15 3%	39 8%	103 22%	7 1%	31 7%	51 11%	103 22%	9 2%	95 20%	66 14%	112 24%	7 1%	48 10%	128 27%	7 1%
Not sure	641 8%	60 13%	41 9%	29 6%	33 7%	18 4%	42 9%	29 6%	34 7%	14 3%	109 23%	39 8%	61 13%	19 4%	36 8%	58 12%	19 4%
MEAN	3.1	1.8	3.3	3.2	2.7	3.8	3.2	3.1	2.7	3.8	2.4	2.9	2.5	3.8	3.0	2.4	3.9
STD. DEV	1.08	0.96	0.74	0.96	1.15	0.51	0.85	0.99	1.12	0.53	1.03	1.05	1.10	0.49	0.99	1.17	0.48
STD. ERR	0.01	0.05	0.04	0.05	0.06	0.02	0.04	0.05	0.05	0.02	0.05	0.05	0.05	0.02	0.05	0.06	0.02
Sigma	7554 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_1_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
3. biodegradable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	3331 44%	87 18%	336 71%	245 52%	205 44%	182 39%	345 73%	270 57%	223 47%	216 46%	160 34%	221 47%	164 35%	153 32%	218 46%	139 30%	167 35%
(4) Definitely Suggested	1205 16%	16 3%	141 30%	74 16%	88 19%	64 14%	170 36%	94 20%	76 16%	90 19%	42 9%	66 14%	49 10%	54 11%	69 15%	48 10%	64 14%
(3) Probably Suggested	2126 28%	71 15%	195 41%	171 36%	117 25%	118 25%	175 37%	176 37%	147 31%	126 27%	118 25%	155 33%	115 24%	99 21%	149 31%	91 19%	103 22%
NOT SUGGESTED (NET)	3141 42%	322 68%	78 17%	164 35%	211 45%	213 46%	77 16%	151 32%	195 41%	202 43%	203 43%	179 38%	226 48%	249 52%	185 39%	258 55%	228 48%
(2) Probably Not Suggested	1384 18%	94 20%	54 11%	99 21%	78 17%	96 21%	45 10%	73 15%	73 15%	95 20%	96 20%	97 20%	83 18%	108 23%	99 21%	98 21%	96 20%
(1) Definitely Not Suggested	1757 23%	228 48%	24 5%	143 28%	133 28%	117 25%	32 7%	78 17%	122 26%	107 23%	107 23%	82 17%	143 30%	141 30%	86 18%	160 34%	132 28%
Not sure	1082 14%	64 14%	57 12%	61 13%	55 12%	73 16%	50 11%	50 11%	53 11%	55 12%	111 23%	74 16%	82 17%	73 15%	72 15%	74 16%	78 16%
MEAN	2.4	1.7	3.1	2.6	2.4	2.3	3.1	2.7	2.4	2.5	2.3	2.5	2.2	2.2	2.5	2.1	2.3
STD. DEV	1.08	0.89	0.83	0.96	1.14	1.07	0.89	1.02	1.09	1.09	1.01	1.00	1.07	1.05	1.01	1.06	1.09
STD. ERR	0.01	0.04	0.04	0.05	0.06	0.05	0.04	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
Sigma	7554 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_1 4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
4. non-toxic

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	2900 38%	109 23%	321 68%	204 43%	185 39%	166 35%	332 70%	222 47%	183 39%	191 40%	139 29%	162 34%	137 29%	134 28%	156 33%	112 24%	147 31%
(4) Definitely Suggested	1111 15%	34 7%	158 34%	67 14%	90 19%	62 13%	159 34%	91 19%	74 16%	76 16%	40 8%	43 9%	37 8%	50 11%	41 9%	32 7%	57 12%
(3) Probably Suggested	1789 24%	75 16%	163 35%	137 29%	95 20%	104 22%	173 37%	131 28%	109 23%	115 24%	99 21%	119 25%	100 21%	84 18%	115 24%	80 17%	90 19%
NOT SUGGESTED (NET)	3485 46%	302 64%	81 17%	207 44%	228 48%	225 48%	87 18%	183 39%	219 46%	222 47%	227 48%	227 48%	252 53%	264 56%	229 48%	282 60%	250 53%
(2) Probably Not Suggested	1434 19%	94 20%	47 10%	96 20%	77 16%	96 21%	48 10%	80 17%	84 18%	90 19%	105 22%	106 22%	87 18%	111 23%	101 21%	105 22%	107 23%
(1) Definitely Not Suggested	2051 27%	208 44%	34 7%	111 24%	151 32%	129 28%	39 8%	103 22%	135 29%	132 28%	122 26%	121 26%	165 35%	153 32%	128 27%	177 38%	143 30%
Not sure	1169 15%	62 13%	69 15%	59 13%	58 12%	77 16%	53 11%	66 14%	69 15%	60 13%	108 23%	85 18%	83 18%	77 16%	90 19%	77 16%	76 16%
MEAN	2.3	1.8	3.1	2.4	2.3	2.3	3.1	2.5	2.3	2.3	2.2	2.2	2.0	2.1	2.2	1.9	2.2
STD. DEV	1.10	1.00	0.92	1.05	1.17	1.08	0.93	1.10	1.12	1.11	1.01	1.01	1.03	1.05	1.01	0.99	1.07
STD. ERR	0.01	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
Sigma	7554 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_1_5. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
5. compostable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	2761 37%	74 16%	262 56%	199 42%	174 37%	159 34%	277 59%	202 43%	181 38%	184 39%	135 28%	193 41%	134 28%	142 30%	186 39%	109 23%	150 32%
(4) Definitely Suggested	928 12%	21 4%	101 21%	53 11%	66 14%	52 11%	111 24%	80 17%	62 13%	69 15%	35 7%	39 8%	42 9%	52 11%	51 11%	40 8%	54 11%
(3) Probably Suggested	1833 24%	53 11%	161 34%	146 31%	108 23%	107 23%	166 35%	122 26%	119 25%	115 24%	100 21%	154 32%	92 19%	90 19%	135 28%	69 15%	96 20%
NOT SUGGESTED (NET)	3445 46%	335 71%	120 25%	189 40%	223 47%	225 48%	120 25%	190 40%	213 45%	223 47%	220 46%	192 41%	238 50%	247 52%	200 42%	274 58%	236 50%
(2) Probably Not Suggested	1531 20%	104 22%	84 18%	107 23%	80 17%	100 21%	74 16%	94 20%	82 17%	104 22%	106 22%	97 20%	96 20%	105 22%	92 19%	106 23%	100 21%
(1) Definitely Not Suggested	1914 25%	231 49%	36 8%	82 17%	143 30%	125 27%	46 10%	96 20%	131 28%	119 25%	114 24%	95 20%	142 30%	142 30%	108 23%	168 36%	136 29%
Not sure	1348 18%	64 14%	89 19%	82 17%	74 16%	84 18%	75 16%	79 17%	77 16%	66 14%	119 25%	89 19%	100 21%	86 18%	89 19%	88 19%	87 18%
MEAN	2.3	1.7	2.9	2.4	2.2	2.2	2.9	2.5	2.3	2.3	2.2	2.4	2.1	2.1	2.3	2.0	2.2
STD. DEV	1.06	0.89	0.92	0.97	1.11	1.05	0.96	1.07	1.09	1.07	0.99	0.96	1.04	1.06	1.02	1.02	1.06
STD. ERR	0.01	0.04	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
Sigma	7554 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_1_6. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
6. made with renewable energy

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	3777 50%	72 15%	298 63%	210 45%	413 88%	153 33%	241 51%	215 46%	412 87%	156 33%	162 34%	174 37%	418 89%	132 28%	181 38%	417 89%	123 26%
(4) Definitely Suggested	2143 28%	18 4%	117 25%	81 17%	340 72%	52 11%	76 16%	88 19%	350 74%	53 11%	46 10%	51 11%	358 76%	42 9%	58 12%	364 77%	49 10%
(3) Probably Suggested	1634 22%	54 11%	181 38%	129 27%	73 15%	101 22%	165 35%	127 27%	62 13%	103 22%	116 24%	123 26%	60 13%	90 19%	123 26%	53 11%	74 16%
NOT SUGGESTED (NET)	2700 36%	334 71%	90 19%	203 43%	28 6%	234 50%	152 32%	199 42%	25 5%	249 53%	204 43%	211 45%	18 4%	264 56%	214 45%	16 3%	259 55%
(2) Probably Not Suggested	1249 17%	103 22%	62 13%	118 25%	18 4%	109 23%	84 18%	98 21%	14 3%	106 22%	95 20%	102 22%	8 2%	106 22%	101 21%	7 1%	118 25%
(1) Definitely Not Suggested	1451 19%	231 49%	28 6%	85 18%	10 2%	125 27%	68 14%	101 21%	11 2%	143 30%	109 23%	109 23%	10 2%	158 33%	113 24%	9 2%	141 30%
Not sure	1077 14%	67 14%	83 18%	57 12%	30 6%	81 17%	79 17%	57 12%	34 7%	68 14%	108 23%	89 19%	36 8%	79 17%	80 17%	38 8%	91 19%
MEAN	2.7	1.7	3.0	2.5	3.7	2.2	2.6	2.5	3.7	2.2	2.3	2.3	3.8	2.0	2.3	3.8	2.1
STD. DEV	1.15	0.87	0.87	1.03	0.66	1.04	0.98	1.08	0.65	1.05	1.02	1.02	0.60	1.03	1.04	0.57	1.04
STD. ERR	0.01	0.04	0.04	0.05	0.03	0.05	0.05	0.05	0.03	0.05	0.05	0.05	0.03	0.05	0.05	0.03	0.05
Sigma	7554 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_1_7. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

1. All Products
7. made with renewable materials

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	4955 66%	105 22%	359 76%	431 92%	287 61%	288 62%	346 73%	429 91%	278 59%	291 62%	234 49%	433 91%	270 57%	283 60%	419 88%	234 50%	268 57%
(4) Definitely Suggested	2958 39%	32 7%	166 35%	358 76%	144 31%	130 28%	149 32%	352 75%	129 27%	145 31%	112 24%	353 74%	144 31%	150 32%	333 70%	114 24%	147 31%
(3) Probably Suggested	1997 26%	73 15%	193 41%	73 16%	143 30%	158 34%	197 42%	77 16%	149 32%	146 31%	122 26%	80 17%	126 27%	133 28%	86 18%	120 25%	121 26%
NOT SUGGESTED (NET)	1854 25%	308 65%	50 11%	18 4%	144 31%	125 27%	73 15%	23 5%	156 33%	138 29%	145 31%	15 3%	146 31%	135 28%	36 8%	186 39%	156 33%
(2) Probably Not Suggested	773 10%	91 19%	32 7%	9 2%	46 10%	59 13%	41 9%	11 2%	53 11%	70 15%	71 15%	6 1%	49 10%	63 13%	22 5%	69 15%	81 17%
(1) Definitely Not Suggested	1081 14%	217 46%	18 4%	9 2%	98 21%	66 14%	32 7%	12 3%	103 22%	68 14%	74 16%	9 2%	97 21%	72 15%	14 3%	117 25%	75 16%
Not sure	745 10%	60 13%	62 13%	21 4%	40 8%	55 12%	53 11%	19 4%	37 8%	44 9%	95 20%	26 5%	56 12%	57 12%	20 4%	51 11%	49 10%
MEAN	3.0	1.8	3.2	3.7	2.8	2.9	3.1	3.7	2.7	2.9	2.7	3.7	2.8	2.9	3.6	2.5	2.8
STD. DEV	1.09	0.99	0.78	0.60	1.14	1.04	0.87	0.65	1.13	1.06	1.09	0.59	1.16	1.09	0.72	1.16	1.10
STD. ERR	0.01	0.05	0.04	0.03	0.05	0.05	0.04	0.03	0.05	0.05	0.06	0.03	0.06	0.05	0.03	0.06	0.05
Sigma	7554 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
SUMMARY OF SUGGESTED

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
made with renewable materials	1666 66%	29 18%	123 78%	145 92%	112 70%	92 59%	119 75%	143 91%	90 57%	89 56%	84 54%	141 90%	94 59%	94 59%	139 88%	80 51%	92 58%
			b f i j k m n p q	b c e f g i j k m n p q	b f i j k m n p q	b c e f g i j k m n p q	b f i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q
made from recycled materials	1655 66%	28 18%	124 78%	118 75%	98 62%	146 94%	123 78%	107 68%	87 55%	147 93%	55 35%	98 63%	68 43%	143 91%	103 65%	60 38%	150 94%
			b e h i k l m o p	b e i k l m p	b k m p	b c d e g h i j k l m o p	b e i k l m o p	b i k m p	b k m p	b c d e g h i j k l m o p	b c e f g i j k m n p q	b k m p	b c e f g i j k l m o p	b c d e g h i j k l m o p	b k m p	b c d e g h i j k l m o p	b c d e g h i j k l m o p
recyclable	1482 59%	26 16%	115 73%	108 69%	93 58%	97 62%	116 73%	112 71%	82 52%	105 66%	57 36%	111 71%	72 46%	100 63%	111 70%	55 35%	122 76%
			b e f i k m p	b i k m p	b k m p	b k m p	b e f i k m p	b e i k m p	b i k m p	b k m p	b c e f g i j k m n p q	b k m p	b c e f g i j k l m o p	b c e f g i j k l m o p	b i k m p	b e f i k m n p	b e f i k m n p
made with renewable energy	1288 51%	22 14%	101 64%	70 45%	138 87%	53 34%	88 56%	74 47%	137 87%	51 32%	57 36%	59 38%	138 87%	45 28%	68 43%	140 89%	47 29%
			b d f h i j k l n o q	b j n q	b c d f g h i j k l n o q	b c d f g h i j k l n o q	b d f j k l n o q	b f j n q	b c d f g h i j k l n o q	b c d f g h i j k l n o q	b c e f g i j k m n p q	b c e f g i j k m n p q	b c d f g h i j k l n o q	b c d f g h i j k l n o q	b j n q	b c d f g h i j k l n o q	b c d f g h i j k l n o q
biodegradable	1023 41%	23 14%	114 72%	78 50%	77 48%	52 33%	112 71%	72 46%	70 45%	62 39%	52 33%	70 45%	54 34%	37 23%	69 44%	35 22%	46 29%
			b d e f h i j k l m n o p q	b f k m n p q	b f k m n p q	b p	b d e f h i j k l m n o p q	b f k m n p q	b f k n p q	b n p q	b p	b f k n p q	b n p	b n p q	b n p q	b n p q	b n p q
non-toxic	991 39%	31 19%	107 68%	69 44%	68 43%	53 34%	117 74%	75 48%	69 44%	68 43%	48 31%	55 35%	52 33%	45 28%	53 34%	32 20%	49 31%
			b d e f h i j k l m n o p q	b k m n p q	b k n p q	b p	b d e f h i j k l m n o p q	b f k l m n o p q	b k m n p q	b k n p q	b p	b p	b p	b p	b p	b p	b p
compostable	835 33%	17 11%	80 51%	58 37%	67 42%	47 30%	89 56%	57 36%	55 35%	49 31%	41 26%	64 41%	44 28%	36 23%	65 41%	28 18%	38 24%
			b d f h i j k m n p q	b k n p q	b f j k m n p q	b p	b d e f h i j k l m n o p q	b n p q	b n p q	b p	b c e f g i j k m n p q	b c e f g i j k m n p q	b p	b c e f g i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q	b c e f g i j k m n p q

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
SUMMARY OF NOT SUGGESTED

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
compostable	1193 47%	118 74%	44 28%	69 44%	67 42%	71 46%	43 27%	74 47%	74 47%	84 53%	78 50%	57 37%	82 52%	85 54%	59 37%	99 63%	89 56%
	cdefghijklmnopq			cg	cg	cg		cg	cg	cglo	cglo		cglo	ceglo		cdefghiklo	cdglo
non-toxic	1112 44%	106 67%	26 16%	66 42%	70 44%	68 44%	23 15%	60 38%	65 41%	70 44%	79 50%	69 44%	77 49%	84 53%	69 44%	98 62%	82 51%
	cdefghijklmnopq			cg	cg	cg		cg	cg	cg	cg	cg	cg	cdghi	cg	cdefghijklmo	cgh
biodegradable	1097 43%	116 73%	25 16%	60 38%	63 40%	71 46%	26 16%	65 41%	67 43%	76 48%	69 44%	57 37%	77 49%	87 55%	63 40%	96 61%	79 49%
	cdefghijklmnopq			cg	cg	cg		cg	cg	cg	cg	cg	cg	cdghiklo	cg	cdefghijklmoq	cdgl
made with renewable energy	861 34%	115 72%	30 19%	66 42%	11 7%	70 45%	47 30%	64 41%	8 5%	82 52%	66 42%	59 38%	6 4%	83 53%	66 42%	4 3%	84 53%
	cdefghijklmnopq		eimp	cegimp		cegimp	ceimp	cegimp		ceghilmp	cegimp	ceimp		ceghilmp	cegimp		ceghilmp
recyclable	751 30%	111 70%	24 15%	36 23%	54 34%	39 25%	24 15%	31 20%	60 38%	42 27%	63 40%	27 17%	62 39%	37 23%	34 22%	82 52%	25 16%
	cdefghijklmnopq			cdghlnoq		cgq		cdfghjlnoq		cglo	cdfghjlnoq		cdfghjlnoq			cdefghijklmnopq	
made from recycled materials	628 25%	111 70%	18 11%	27 17%	49 31%	4 3%	20 13%	37 24%	61 39%	3 2%	67 43%	41 26%	67 42%	3 2%	43 27%	75 47%	2 1%
	cdefghijklmnopq		fjnlq	fjnlq	cdfgjnlq		fjnlq	cdfgjnlq	cdfghjlnoq		cddefghjlnoq	cdfgjnlq	cddefghjlnoq		cdfgjnlq	cddefghjlnoq	
made with renewable materials	595 24%	110 69%	16 10%	7 4%	38 24%	40 26%	21 13%	7 4%	57 36%	49 31%	41 26%	4 3%	44 28%	40 25%	11 7%	59 37%	51 32%
	cdefghijklmnopq		l		cdghlo	cdghlo	dhl		cddefghlno	cdghlo	cdghlo		cdghlo	cdghlo		cdefghklno	cdghlo

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
SUMMARY OF MEANS

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
made from recycled materials	3.0	1.7	3.2 beiklmop	3.1 beiklmp	2.8 bkmp	3.8 bcdeghiklmop	3.1 beiklmp	3.0 bikmp	2.6 bkp	3.8 bcdeghiklmop	2.3 b	2.9 bikmp	2.4 b	3.8 bcdeghiklmop	3.0 bikmp	2.3 b	3.9 bcdeghiklmop
made with renewable materials	3.0	1.7	3.2 befijklnmpq	3.7 bcelfgijklnmpq	3.0 bip	2.8 bp	3.1 bfijklnmpq	3.7 bcelfgijklnmpq	2.7 b	2.8 b	2.8 bp	3.7 bcelfgijklnmpq	2.9 bp	2.8 b	3.6 bcelfgijklnmpq	2.5 b	2.8 bp
recyclable	2.8	1.6	3.2 beijkmp	3.0 beikmp	2.7 bkp	2.9 beikmp	3.1 beijkmp	3.1 beikmp	2.6 bkp	2.9 bikmp	2.3 b	3.1 beikmp	2.5 b	3.0 beikmp	3.0 beikmp	2.2 b	3.2 beijkmp
made with renewable energy	2.7	1.6	3.0 bdfghijklnoq	2.5 bjnq	3.6 bcdghijklnoq	2.3 bn	2.7 bfijklnoq	2.5 bjnq	3.7 bcdghijklnoq	2.2 b	2.3 bn	2.4 bn	3.7 bcdghijklnoq	2.0 b	2.4 bn	3.8 bcdghijklnoq	2.2 b
biodegradable	2.4	1.6	3.1 bdefhijklnmpq	2.5 bklnpq	2.5 bklnpq	2.3 bnp	3.1 bdefhijklnmpq	2.5 bklnpq	2.4 bnp	2.3 bnp	2.2 b	2.5 bklnpq	2.1 b	1.9 b	2.5 bklnpq	2.0 b	2.2 b
non-toxic	2.3	1.8	3.1 bdefhijklnmpq	2.4 bklnpq	2.4 bklnpq	2.4 bnp	3.2 bdefhijklnmpq	2.5 bklnpq	2.4 bklnpq	2.4 bklnpq	2.1 b	2.3 bnp	2.1 b	2.0 b	2.2 bp	1.9 b	2.2 bp
compostable	2.2	1.5	2.8 bdefhijklnmpq	2.3 bklnpq	2.4 bklnpq	2.2 bnp	2.8 bdefhijklnmpq	2.3 bklnpq	2.3 bnp	2.2 bnp	2.1 b	2.4 bklnpq	2.1 b	1.9 b	2.4 bklnpq	1.9 b	2.0 b

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_2_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
1. recyclable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	1482 59%	26 16%	115 73%	108 69%	93 58%	97 62%	116 73%	112 71%	82 52%	105 66%	57 36%	111 71%	72 46%	100 63%	111 70%	55 35%	122 76%
(4) Definitely Suggested	671 27%	5 3%	51 32%	50 32%	39 25%	51 33%	51 32%	65 41%	36 23%	49 31%	14 9%	46 29%	27 17%	52 33%	52 33%	21 13%	62 39%
(3) Probably Suggested	811 32%	21 13%	64 41%	58 37%	54 34%	46 29%	65 41%	47 30%	46 29%	56 35%	43 27%	65 42%	45 28%	48 30%	59 37%	34 22%	60 38%
NOT SUGGESTED (NET)	751 30%	111 70%	24 15%	36 23%	54 34%	39 25%	24 15%	31 20%	60 38%	42 27%	63 40%	27 17%	62 39%	37 23%	34 22%	82 52%	25 16%
(2) Probably Not Suggested	319 13%	28 18%	19 12%	18 11%	19 12%	19 12%	13 8%	13 8%	25 16%	18 11%	25 16%	16 10%	24 15%	16 10%	21 13%	33 21%	12 8%
(1) Definitely Not Suggested	432 17%	83 52%	5 3%	18 11%	35 22%	20 13%	11 7%	18 11%	35 22%	24 15%	38 24%	11 7%	38 24%	21 13%	13 8%	49 31%	13 8%
Not sure	291 12%	22 14%	19 12%	13 8%	12 8%	20 13%	18 11%	14 9%	15 10%	11 7%	37 24%	18 12%	24 15%	21 13%	13 8%	21 13%	13 8%
MEAN	2.8	1.6	3.2	3.0	2.7	2.9	3.1	3.1	2.6	2.9	2.3	3.1	2.5	3.0	3.0	2.2	3.2
STD. DEV	1.08	0.88	0.79	0.99	1.11	1.05	0.87	1.02	1.12	1.05	1.04	0.88	1.11	1.06	0.93	1.09	0.91
STD. ERR	0.02	0.07	0.07	0.08	0.09	0.09	0.07	0.09	0.09	0.09	0.09	0.07	0.10	0.09	0.08	0.09	0.08
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_2_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
2. made from recycled materials

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	1655 66%	28 18%	124 78%	118 75%	98 62%	146 94%	123 78%	107 68%	87 55%	147 93%	55 35%	98 63%	68 43%	143 91%	103 65%	60 38%	150 94%
(4) Definitely Suggested	999 40%	6 4%	53 34%	58 37%	48 30%	126 81%	48 30%	61 39%	37 24%	132 84%	14 9%	47 30%	28 18%	123 78%	54 34%	29 18%	135 84%
(3) Probably Suggested	656 26%	22 14%	71 45%	60 38%	50 31%	20 13%	75 47%	46 29%	50 32%	15 9%	41 26%	51 33%	40 25%	20 13%	49 31%	31 20%	15 9%
NOT SUGGESTED (NET)	628 25%	111 70%	18 11%	27 17%	49 31%	4 3%	20 13%	37 24%	61 39%	3 2%	67 43%	41 26%	67 42%	3 2%	43 27%	75 47%	2 1%
(2) Probably Not Suggested	269 11%	30 19%	13 8%	14 9%	19 12%	1 1%	10 6%	15 10%	29 18%	1 1%	31 20%	20 13%	25 16%	-	27 17%	33 21%	1 1%
(1) Definitely Not Suggested	359 14%	81 51%	5 3%	13 8%	30 19%	3 2%	10 6%	22 14%	32 20%	2 1%	36 23%	21 13%	42 27%	3 2%	16 10%	42 27%	1 1%
Not sure	241 10%	20 13%	16 10%	12 8%	12 8%	6 4%	15 9%	13 8%	9 6%	8 5%	35 22%	17 11%	23 15%	12 8%	12 8%	23 15%	8 5%
MEAN	3.0	1.7	3.2	3.1	2.8	3.8	3.1	3.0	2.6	3.8	2.3	2.9	2.4	3.8	3.0	2.3	3.9
STD. DEV	1.09	0.90	0.75	0.92	1.11	0.55	0.82	1.07	1.08	0.47	1.01	1.04	1.13	0.53	1.00	1.14	0.41
STD. ERR	0.02	0.08	0.06	0.08	0.09	0.04	0.07	0.09	0.09	0.04	0.09	0.09	0.10	0.04	0.08	0.10	0.03
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_2_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
3. biodegradable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	1023 41%	23 14%	114 72%	78 50%	77 48%	52 33%	112 71%	72 46%	70 45%	62 39%	52 33%	70 45%	54 34%	37 23%	69 44%	35 22%	46 28%
(4) Definitely Suggested	346 14%	5 3%	44 28%	16 10%	32 20%	21 13%	47 30%	27 17%	28 18%	24 15%	9 6%	17 11%	14 9%	9 6%	22 14%	15 9%	16 10%
(3) Probably Suggested	677 27%	18 11%	70 44%	62 39%	45 28%	31 20%	65 41%	45 29%	42 27%	38 24%	43 27%	53 34%	40 25%	28 18%	47 30%	20 13%	30 19%
NOT SUGGESTED (NET)	1097 43%	116 73%	25 16%	60 38%	63 40%	71 46%	26 16%	65 41%	67 43%	76 48%	69 44%	57 37%	77 49%	87 55%	63 40%	96 61%	79 49%
(2) Probably Not Suggested	484 19%	30 19%	19 12%	36 23%	24 15%	32 21%	15 9%	29 18%	25 16%	37 23%	28 18%	30 19%	28 18%	34 22%	36 23%	43 27%	38 24%
(1) Definitely Not Suggested	613 24%	86 54%	6 4%	24 15%	39 25%	39 25%	11 7%	36 23%	42 27%	39 25%	41 26%	27 17%	49 31%	53 34%	27 17%	53 34%	41 26%
Not sure	404 16%	20 13%	19 12%	19 12%	19 12%	33 21%	20 13%	20 13%	20 13%	20 13%	36 23%	29 19%	27 17%	34 22%	26 16%	27 17%	35 22%
MEAN	2.4	1.6	3.1	2.5	2.5	2.3	3.1	2.5	2.4	2.3	2.2	2.5	2.1	1.9	2.5	2.0	2.2
STD. DEV	1.07	0.85	0.79	0.91	1.13	1.09	0.88	1.08	1.13	1.07	0.99	0.97	1.05	0.97	1.00	1.01	1.03
STD. ERR	0.02	0.07	0.07	0.08	0.10	0.10	0.07	0.09	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_2_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
4. non-toxic

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	991 39%	31 19%	107 68%	69 44%	68 43%	53 34%	117 74%	75 48%	69 44%	68 43%	48 31%	55 35%	52 33%	45 28%	53 34%	32 20%	49 31%
(4) Definitely Suggested	387 15%	13 8%	50 32%	25 16%	32 20%	26 17%	57 36%	33 21%	31 20%	25 16%	12 8%	18 12%	15 9%	9 6%	11 7%	12 8%	18 11%
(3) Probably Suggested	604 24%	18 11%	57 36%	44 28%	36 23%	27 17%	60 38%	42 27%	38 24%	43 27%	36 23%	37 24%	37 23%	36 23%	42 27%	20 13%	31 19%
NOT SUGGESTED (NET)	1112 44%	106 67%	26 16%	66 42%	70 44%	68 44%	23 15%	60 38%	65 41%	70 44%	79 50%	69 44%	77 49%	84 53%	69 44%	98 62%	82 51%
(2) Probably Not Suggested	426 17%	28 18%	18 11%	26 17%	24 15%	32 21%	15 9%	23 15%	22 14%	26 16%	31 20%	32 21%	20 13%	26 16%	28 18%	35 22%	40 25%
(1) Definitely Not Suggested	686 27%	78 49%	8 5%	40 25%	46 29%	36 23%	8 5%	37 24%	43 27%	44 28%	48 31%	37 24%	57 36%	58 37%	41 26%	63 40%	42 26%
Not sure	421 17%	22 14%	25 16%	22 14%	21 13%	35 22%	18 11%	22 14%	23 15%	20 13%	30 19%	32 21%	29 18%	29 18%	36 23%	28 18%	29 18%
MEAN	2.3	1.8	3.1	2.4	2.4	2.4	3.2	2.5	2.4	2.4	2.1	2.3	2.1	2.0	2.2	1.9	2.2
STD. DEV	1.11	1.01	0.86	1.10	1.17	1.12	0.84	1.14	1.17	1.11	1.02	1.05	1.09	1.01	1.01	1.00	1.04
STD. ERR	0.02	0.09	0.07	0.09	0.10	0.10	0.07	0.10	0.10	0.09	0.09	0.09	0.10	0.09	0.09	0.09	0.09
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_2_5. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
5. compostable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	835 33%	17 11%	80 51%	58 37%	67 42%	47 30%	89 56%	57 36%	55 35%	49 31%	41 26%	64 41%	44 28%	36 23%	65 41%	28 18%	38 24%
(4) Definitely Suggested	251 10%	4 3%	27 17%	13 8%	22 14%	14 9%	33 21%	22 14%	21 13%	16 10%	9 6%	10 6%	15 9%	6 4%	16 10%	12 8%	11 7%
(3) Probably Suggested	584 23%	13 8%	53 34%	45 29%	45 28%	33 21%	56 35%	35 22%	34 22%	33 21%	32 20%	54 35%	29 18%	30 19%	49 31%	16 10%	27 17%
NOT SUGGESTED (NET)	1193 47%	118 74%	44 28%	69 44%	67 42%	71 46%	43 27%	74 47%	74 47%	84 53%	78 50%	57 37%	82 52%	85 54%	59 37%	99 63%	89 56%
(2) Probably Not Suggested	539 21%	29 18%	35 22%	40 25%	25 16%	32 21%	25 16%	36 23%	31 20%	45 28%	35 22%	28 18%	35 22%	31 20%	25 16%	43 27%	44 28%
(1) Definitely Not Suggested	654 26%	89 56%	9 6%	29 18%	42 26%	39 25%	18 11%	38 24%	43 27%	39 25%	43 27%	29 19%	47 30%	54 34%	34 22%	56 35%	45 28%
Not sure	496 20%	24 15%	34 22%	30 19%	25 16%	38 24%	26 16%	26 17%	28 18%	25 16%	38 24%	35 22%	32 20%	37 23%	34 22%	31 20%	33 21%
MEAN	2.2	1.5	2.8	2.3	2.4	2.2	2.8	2.3	2.3	2.2	2.1	2.4	2.1	1.9	2.4	1.9	2.0
STD. DEV	1.03	0.79	0.87	0.94	1.09	1.03	0.97	1.07	1.09	1.00	0.97	0.94	1.04	0.94	1.02	0.97	0.96
STD. ERR	0.02	0.07	0.08	0.08	0.09	0.09	0.08	0.09	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_2_6. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
6. made with renewable energy

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	1288 51%	22 14%	101 64%	70 45%	138 87%	53 34%	88 56%	74 47%	137 87%	51 32%	57 36%	59 38%	138 87%	45 28%	68 43%	140 89%	47 29%
(4) Definitely Suggested	714 28%	6 4%	36 23%	22 14%	111 70%	16 10%	30 19%	33 21%	115 73%	15 9%	16 10%	16 10%	117 74%	10 6%	23 15%	128 81%	20 13%
(3) Probably Suggested	574 23%	16 10%	65 41%	48 31%	27 17%	37 24%	58 37%	41 26%	22 14%	36 23%	41 26%	43 28%	21 13%	35 22%	45 28%	12 8%	27 17%
NOT SUGGESTED (NET)	861 34%	115 72%	30 19%	66 42%	11 7%	70 45%	47 30%	64 41%	8 5%	82 52%	66 42%	59 38%	6 4%	83 53%	66 42%	4 3%	84 53%
(2) Probably Not Suggested	387 15%	28 18%	24 15%	40 25%	7 4%	34 22%	23 15%	30 19%	5 3%	39 25%	27 17%	31 20%	1 1%	28 18%	26 16%	2 1%	42 26%
(1) Definitely Not Suggested	474 19%	87 55%	6 4%	26 17%	4 3%	36 23%	24 15%	34 22%	3 2%	43 27%	39 25%	28 18%	5 3%	55 35%	40 25%	2 1%	42 26%
Not sure	375 15%	22 14%	27 17%	21 13%	10 6%	33 21%	23 15%	19 12%	12 8%	25 16%	34 22%	38 24%	14 9%	30 19%	24 15%	14 9%	29 18%
MEAN	2.7	1.6	3.0	2.5	3.6	2.3	2.7	2.5	3.7	2.2	2.3	2.4	3.7	2.0	2.4	3.8	2.2
STD. DEV	1.15	0.86	0.80	0.98	0.70	1.02	1.01	1.11	0.63	1.01	1.05	1.00	0.65	1.01	1.09	0.49	1.05
STD. ERR	0.02	0.07	0.07	0.08	0.06	0.09	0.09	0.09	0.05	0.09	0.09	0.09	0.05	0.09	0.09	0.04	0.09
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_2_7. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

2. Kitchen flooring
7. made with renewable materials

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
SUGGESTED (NET)	1666 66%	29 18%	123 78%	145 92%	112 70%	92 59%	119 75%	143 91%	90 57%	89 56%	84 54%	141 90%	94 59%	94 59%	139 88%	80 51%	92 58%
(4) Definitely Suggested	984 39%	11 7%	52 33%	119 76%	62 39%	39 25%	46 29%	123 78%	44 28%	45 28%	42 27%	114 73%	57 36%	39 25%	111 70%	32 20%	48 30%
(3) Probably Suggested	682 27%	18 11%	71 45%	26 17%	50 31%	53 34%	73 46%	20 13%	46 29%	44 28%	42 27%	27 17%	37 23%	55 35%	28 18%	48 30%	44 28%
NOT SUGGESTED (NET)	595 24%	110 69%	16 10%	7 4%	38 24%	40 26%	21 13%	7 4%	57 36%	49 31%	41 26%	4 3%	44 28%	40 25%	11 7%	59 37%	51 32%
(2) Probably Not Suggested	215 9%	29 18%	11 7%	3 2%	7 4%	15 10%	10 6%	2 1%	22 14%	21 13%	17 11%	1 1%	11 7%	13 8%	5 3%	22 14%	26 16%
(1) Definitely Not Suggested	380 15%	81 51%	5 3%	4 3%	31 19%	25 16%	11 7%	5 3%	35 22%	28 18%	24 15%	3 2%	33 21%	27 17%	6 4%	37 23%	25 16%
Not sure	263 10%	20 13%	19 12%	5 3%	9 6%	24 15%	18 11%	7 4%	10 6%	20 13%	32 20%	11 7%	20 13%	24 15%	8 5%	19 12%	17 11%
MEAN	3.0	1.7	3.2	3.7	3.0	2.8	3.1	3.7	2.7	2.8	2.8	3.7	2.9	2.8	3.6	2.5	2.8
STD. DEV	1.10	0.97	0.74	0.64	1.14	1.07	0.84	0.65	1.14	1.12	1.10	0.58	1.20	1.08	0.74	1.12	1.09
STD. ERR	0.02	0.08	0.06	0.05	0.09	0.09	0.07	0.05	0.09	0.09	0.10	0.05	0.10	0.09	0.06	0.09	0.09
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
SUMMARY OF SUGGESTED

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
made from recycled materials	1698 67%	36 23%	131 84%	114 73%	89 57%	148 95%	120 76%	121 77%	79 50%	145 92%	65 40%	102 65%	79 50%	154 96%	106 67%	67 43%	142 91%
			bdeiklmop	beikmp	bkp	bcdgghiklmop	beiklmop	beiklmop	b	bcdgghiklmop	b	bikmp	b	bcdgghiklmop	bikmp	b	bcdgghiklmop
made with renewable materials	1623 65%	39 25%	114 73%	141 90%	89 57%	99 63%	114 72%	139 89%	85 54%	100 64%	76 47%	145 92%	88 56%	98 61%	141 89%	75 48%	80 51%
			beikmnpq	bcdgghiklmop	b	bkpq	beikmnpq	bcdgghiklmop	b	bkpq	b	bcdgghiklmop	b	bkp	bcdgghiklmop	b	bcdgghiklmop
recyclable	1582 63%	32 20%	129 83%	123 78%	79 51%	117 75%	121 77%	125 80%	79 50%	124 79%	63 39%	112 71%	74 47%	125 78%	114 72%	58 37%	107 69%
			beiklmop	beikmp	bkp	beikmp	beikmp	beikmp	bkp	beikmp	b	beikmp	b	beikmp	beikmp	b	beikmp
made with renewable energy	1246 50%	22 14%	98 63%	69 44%	140 90%	54 35%	73 46%	69 44%	133 85%	51 32%	55 34%	57 36%	143 91%	45 28%	66 42%	138 88%	33 21%
			bdfghijklnopq	bjnq	bcdgghiklmop	bq	bfgknq	bjnq	bcdgghiklmop	bq	bq	bq	bcdgghiklmop	b	bnq	bcdgghiklmop	b
biodegradable	965 38%	23 15%	96 62%	71 45%	56 36%	55 35%	98 62%	87 55%	62 39%	61 39%	45 28%	69 44%	49 31%	45 28%	66 42%	45 29%	37 24%
			bdefghiklmnopq	bkmnpq	bq	bdefghiklmnopq	befghiklmnopq	bkmnpq	bkmnpq	bkmnpq	b	bkmnpq	b	b	bkmnpq	b	b
non-toxic	944 38%	32 20%	107 69%	68 43%	61 39%	62 40%	108 68%	81 52%	51 32%	58 37%	49 30%	53 34%	38 24%	44 28%	56 35%	37 24%	39 25%
			bdefghiklmnopq	bikmnpq	bmnqp	bmnqp	bdefghiklmnopq	befghiklmnopq	b	bmpq	b	b	b	b	bmpq	b	b
compostable	745 30%	19 12%	75 48%	55 35%	44 28%	50 32%	71 45%	56 36%	45 29%	51 32%	34 21%	54 34%	35 22%	39 24%	50 32%	33 21%	34 22%
			bdefghiklmnopq	bkmnpq	b	bkpq	befghiklmnopq	bkmnpq	b	bkmnpq	b	bkmnpq	b	b	bkpq	b	b

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
SUMMARY OF NOT SUGGESTED

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
compostable	1300 52% cdefghijklmnopq	122 78% c	45 29% c	71 45% cdgl	88 56% cg	86 55% cg	58 37% c	72 46% c	82 52% cg	79 50% cg	81 50% cg	70 45% c	85 54% cg	98 61% cdghklo	79 50% cg	94 60% cdghl	90 58% cdghl
non-toxic	1194 47% cdefghijkl	106 68% c	24 15% c	74 47% cgh	79 51% cgh	79 51% cgh	33 21% c	59 38% cg	80 51% cgh	73 46% cg	71 44% cg	75 48% cg	90 57% cghk	95 59% cdghjkl	74 47% cg	92 59% cdghjkl	90 58% cghjk
biodegradable	1177 47% cdefghijklmnopq	114 73% c	36 23% c	61 39% cdghl	83 53% cdghl	82 53% cdghl	43 27% c	54 34% cg	73 46% cgh	73 46% cgh	74 46% cgh	62 39% cg	80 51% cdghl	95 59% cdghjkl	70 44% cg	87 56% cdghl	90 58% cdghjkl
made with renewable energy	931 37% cdefghijklmnopq	114 73% c	27 17% eimp	73 46% ceimp	7 4% cegikmp	84 54% cegikmp	59 37% ceimp	72 46% ceimp	11 7% cegimp	79 50% cegimp	68 42% ceimp	77 49% cegimp	5 3% cegikmp	90 56% cegikmp	68 43% ceimp	6 4% cdghehikmp	91 58% cdghehikmp
recyclable	693 28% cdefghijklmnopq	109 69% c	11 7% c	21 13% cdfghjlnpq	64 41% c	31 20% c	23 15% c	23 15% cdfghjlnpq	60 38% c	23 15% cdfghjlnpq	62 39% c	31 20% cdfghjlnpq	64 41% cdfghjlnpq	27 17% c	35 22% cd	75 48% cdfghjlnpq	34 22% c
made with renewable materials	637 25% cdefghijklmnopq	101 64% c	20 13% dhl	5 3% cdghlo	54 35% cdhlo	44 28% cdhlo	30 19% dhlo	9 6% cdghlo	51 32% cdhlo	42 27% cdhlo	49 30% cdghlo	4 3% cdghlo	52 33% cdghlo	46 29% cdghlo	12 8% l	61 39% cdfghjlo	57 37% cdghlo
made from recycled materials	607 24% cdefghijklmnopq	104 66% f	11 7% f	34 22% cfjlnq	59 38% cdfghjnoq	- - -	26 16% cfjlnq	28 18% cfjlnq	59 38% cdfghjnoq	7 4% f	58 36% cdfghjnoq	46 29% cfghjlnq	60 38% cdfghjnoq	4 3% f	38 24% cfjlnq	68 44% cdfghjnoq	5 3% f

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
SUMMARY OF MEANS

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
made from recycled materials	3.1	1.8	3.4 beghiklmop	3.2 beiklmp	2.7 bp	3.9 bodeghiklmop	3.1 beikmp	3.1 beiklmp	2.5 b	3.8 bodeghiklmop	2.5 b	2.9 bikmp	2.6 b	3.9 bodeghiklmop	3.0 beikmp	2.4 b	3.8 bodeghiklmop
made with renewable materials	3.0	1.8	3.2 befijklnmpq	3.7 bcelfgiklmnpq	2.7 b	2.9 bipq	3.0 beikmpq	3.7 bcelfgiklmnpq	2.6 b	2.9 bipq	2.7 b	3.8 bcelfgiklmnpq	2.8 b	2.9 bip	3.6 bcelfgiklmnpq	2.5 b	2.6 b
recyclable	2.8	1.8	3.3 befiklmnopq	3.2 beikmp	2.5 b	3.1 beikmp	3.2 beikmp	3.2 beikmp	2.5 b	3.2 beikmp	2.5 b	3.0 beikmp	2.5 b	3.1 beikmp	3.1 beikmp	2.3 b	3.0 beikmp
made with renewable energy	2.7	1.6	3.0 bdfghijklnoq	2.4 bnq	3.7 bcdghijklnoq	2.3 bq	2.5 bfjlnq	2.4 bnq	3.7 bcdghijklnoq	2.2 bq	2.3 bq	2.2 bq	3.8 bcdghijklnoq	2.1 b	2.4 bnq	3.7 bcdghijklnoq	1.9 b
biodegradable	2.3	1.6	3.0 bdefhijklmnopq	2.5 befiklmnpq	2.2 b	2.3 bq	2.9 bdefhijklmnopq	2.6 befiklmnpq	2.2 bq	2.4 bnpq	2.2 b	2.5 bmnpq	2.2 b	2.1 b	2.4 bnpq	2.0 b	2.0 b
non-toxic	2.3	1.8	3.2 bdefhijklmnopq	2.3 bmpq	2.3 bmp	2.2 bmp	3.0 bdefhijklmnopq	2.6 befiklmnpq	2.2 b	2.3 bmpq	2.3 bmp	2.2 bp	2.0	2.2 b	2.3 bmp	1.9	2.0
compostable	2.1	1.6	2.8 bdefhijklmnopq	2.3 beiklmnpq	2.0 b	2.1 b	2.6 bdefhijklmnopq	2.3 beiklmnpq	2.0 b	2.1 bp	2.1 b	2.2 bpq	2.0 b	2.0 b	2.1 b	1.9 b	1.9 b

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_3_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
1. recyclable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	1582 63%	32 20%	129 83%	123 78%	79 51%	117 75%	121 77%	125 80%	79 50%	124 79%	63 39%	112 71%	74 47%	125 78%	114 72%	58 37%	107 69%
(4) Definitely Suggested	751 30%	8 5%	62 40%	58 37%	39 25%	59 38%	60 38%	61 39%	35 22%	66 42%	27 17%	49 31%	24 15%	60 38%	63 40%	27 17%	53 34%
(3) Probably Suggested	831 33%	24 15%	67 43%	65 41%	40 26%	58 37%	61 39%	64 41%	44 28%	58 37%	36 22%	63 40%	50 32%	65 41%	51 32%	31 20%	54 35%
NOT SUGGESTED (NET)	693 28%	109 69%	11 7%	21 13%	64 41%	31 20%	23 15%	23 15%	60 38%	23 15%	62 39%	31 20%	64 41%	27 17%	35 22%	75 48%	34 22%
(2) Probably Not Suggested	283 11%	35 22%	5 3%	10 6%	18 12%	17 11%	8 5%	9 6%	17 11%	11 7%	32 20%	17 11%	31 20%	12 8%	17 11%	27 17%	17 11%
(1) Definitely Not Suggested	410 16%	74 47%	6 4%	11 7%	46 29%	14 9%	15 9%	14 9%	43 27%	12 8%	30 19%	14 9%	33 21%	15 9%	18 11%	48 31%	17 11%
Not sure	241 10%	16 10%	16 10%	13 8%	13 8%	8 5%	14 9%	9 6%	18 11%	10 6%	36 22%	14 9%	19 12%	8 5%	9 6%	23 15%	15 10%
MEAN	2.8	1.8	3.3	3.2	2.5	3.1	3.2	3.2	2.5	3.2	2.5	3.0	2.5	3.1	3.1	2.3	3.0
STD. DEV	1.07	0.93	0.74	0.87	1.20	0.94	0.93	0.91	1.18	0.90	1.08	0.93	1.04	0.93	1.01	1.16	0.99
STD. ERR	0.02	0.08	0.06	0.07	0.10	0.08	0.08	0.07	0.10	0.07	0.10	0.08	0.09	0.08	0.08	0.10	0.08
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_3_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
2. made from recycled materials

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	1698 67%	36 23%	131 84%	114 73%	89 57%	148 95%	120 76%	121 77%	79 50%	145 92%	65 40%	102 65%	79 50%	154 96%	106 67%	67 43%	142 91%
(4) Definitely Suggested	1068 42%	10 6%	65 42%	78 50%	53 34%	131 84%	54 34%	64 41%	35 22%	129 82%	21 13%	50 32%	26 17%	142 89%	54 34%	29 19%	127 81%
(3) Probably Suggested	630 25%	26 17%	66 42%	36 23%	36 23%	17 11%	66 42%	57 36%	44 28%	16 10%	44 27%	52 33%	53 34%	12 8%	52 33%	38 24%	15 10%
NOT SUGGESTED (NET)	607 24%	104 66%	11 7%	34 22%	59 38%	-	26 16%	28 18%	59 38%	7 4%	58 36%	46 29%	60 38%	4 3%	38 24%	68 44%	5 3%
(2) Probably Not Suggested	264 10%	30 19%	7 4%	22 14%	21 13%	-	10 6%	12 8%	17 11%	2 1%	31 19%	27 17%	34 22%	1 1%	24 15%	24 15%	2 1%
(1) Definitely Not Suggested	343 14%	74 47%	4 3%	12 8%	38 24%	-	16 10%	16 10%	42 27%	5 3%	27 17%	19 12%	26 17%	3 2%	14 9%	44 28%	3 2%
Not sure	211 8%	17 11%	14 9%	9 6%	8 5%	8 5%	12 8%	8 5%	19 12%	5 3%	38 24%	9 6%	18 11%	2 1%	14 9%	21 13%	9 6%
MEAN	3.1	1.8	3.4	3.2	2.7	3.9	3.1	3.1	2.5	3.8	2.5	2.9	2.6	3.9	3.0	2.4	3.8
STD. DEV	1.08	0.98	0.71	0.98	1.20	0.32	0.94	0.96	1.17	0.64	1.02	1.02	1.00	0.50	0.97	1.15	0.55
STD. ERR	0.02	0.08	0.06	0.08	0.10	0.03	0.08	0.08	0.10	0.05	0.09	0.08	0.08	0.04	0.08	0.10	0.05
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_3_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
3. biodegradable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	965 38%	23 15%	96 62%	71 45%	56 36%	55 35%	98 62%	87 55%	62 39%	61 39%	45 28%	69 44%	49 31%	45 28%	66 42%	45 29%	37 24%
(4) Definitely Suggested	341 14%	2 1%	38 24%	22 14%	26 17%	23 15%	45 28%	27 17%	16 10%	24 15%	14 9%	19 12%	14 9%	20 13%	20 13%	14 9%	17 11%
(3) Probably Suggested	624 25%	21 13%	58 37%	49 31%	30 19%	32 21%	53 34%	60 38%	46 29%	37 24%	31 19%	50 32%	35 22%	25 16%	46 29%	31 20%	20 13%
NOT SUGGESTED (NET)	1177 47%	114 73%	36 23%	61 39%	83 53%	82 53%	43 27%	54 34%	73 46%	73 46%	74 46%	62 39%	80 51%	95 59%	70 44%	87 56%	90 58%
(2) Probably Not Suggested	527 21%	30 19%	28 18%	37 24%	31 20%	39 25%	23 15%	27 17%	26 17%	37 24%	41 25%	33 21%	38 24%	41 26%	33 21%	32 21%	31 20%
(1) Definitely Not Suggested	650 26%	84 54%	8 5%	24 15%	52 33%	43 28%	20 13%	27 17%	47 30%	36 23%	33 20%	29 18%	42 27%	54 34%	37 23%	55 35%	59 38%
Not sure	374 15%	20 13%	24 15%	25 16%	17 11%	19 12%	17 11%	16 10%	22 14%	23 15%	42 26%	26 17%	28 18%	20 13%	22 14%	24 15%	29 19%
MEAN	2.3	1.6	3.0	2.5	2.2	2.3	2.9	2.6	2.2	2.4	2.2	2.5	2.2	2.1	2.4	2.0	2.0
STD. DEV	1.07	0.80	0.86	0.98	1.14	1.08	1.02	1.00	1.06	1.07	0.98	0.99	1.01	1.07	1.04	1.04	1.08
STD. ERR	0.02	0.07	0.08	0.08	0.10	0.09	0.09	0.08	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.10
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_3_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
4. non-toxic

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	944 38%	32 20%	107 69%	68 43%	61 39%	62 40%	108 68%	81 52%	51 32%	58 37%	49 30%	53 34%	38 24%	44 28%	56 35%	37 24%	39 25%
(4) Definitely Suggested	362 14%	9 6%	56 36%	19 12%	29 19%	18 12%	49 31%	32 20%	23 15%	24 15%	18 11%	10 6%	9 6%	23 14%	16 10%	11 7%	16 10%
(3) Probably Suggested	582 23%	23 15%	51 33%	49 31%	32 21%	44 28%	59 37%	49 31%	28 18%	34 22%	31 19%	43 27%	29 18%	21 13%	40 25%	26 17%	23 15%
NOT SUGGESTED (NET)	1194 47%	106 68%	24 15%	74 47%	79 51%	79 51%	33 21%	59 38%	80 51%	73 46%	71 44%	75 48%	90 57%	95 59%	74 47%	92 59%	90 58%
(2) Probably Not Suggested	519 21%	36 23%	13 8%	35 22%	24 15%	31 20%	18 11%	27 17%	29 18%	34 22%	37 23%	37 24%	41 26%	50 31%	36 23%	33 21%	38 24%
(1) Definitely Not Suggested	675 27%	70 45%	11 7%	39 25%	55 35%	48 31%	15 9%	32 20%	51 32%	39 25%	34 21%	38 24%	49 31%	45 28%	38 24%	59 38%	52 33%
Not sure	378 15%	19 12%	25 16%	15 10%	16 10%	15 10%	17 11%	17 11%	26 17%	26 17%	41 25%	29 18%	29 18%	21 13%	28 18%	27 17%	27 17%
MEAN	2.3	1.8	3.2	2.3	2.3	2.2	3.0	2.6	2.2	2.3	2.3	2.2	2.0	2.2	2.3	1.9	2.0
STD. DEV	1.09	0.95	0.92	1.02	1.18	1.06	0.95	1.08	1.13	1.09	1.04	0.96	0.95	1.06	1.02	1.00	1.04
STD. ERR	0.02	0.08	0.08	0.09	0.10	0.09	0.08	0.09	0.10	0.10	0.09	0.08	0.08	0.09	0.09	0.09	0.09
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_3_5. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
5. compostable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	745 30%	19 12%	75 48%	55 35%	44 28%	50 32%	71 45%	56 36%	45 29%	51 32%	34 21%	54 34%	35 22%	39 24%	50 32%	33 21%	34 22%
(4) Definitely Suggested	249 10%	6 4%	32 21%	12 8%	20 13%	18 12%	25 16%	22 14%	13 8%	16 10%	11 7%	8 5%	9 6%	21 13%	11 7%	13 8%	12 8%
(3) Probably Suggested	496 20%	13 8%	43 28%	43 27%	24 15%	32 21%	46 29%	34 22%	32 20%	35 22%	23 14%	46 29%	26 17%	18 11%	39 25%	20 13%	22 14%
NOT SUGGESTED (NET)	1300 52%	122 78%	45 29%	71 45%	88 56%	86 55%	58 37%	72 46%	82 52%	79 50%	81 50%	70 45%	85 54%	98 61%	79 50%	94 60%	90 58%
(2) Probably Not Suggested	559 22%	38 24%	30 19%	41 26%	28 18%	36 23%	34 22%	36 23%	27 17%	31 20%	42 26%	36 23%	41 26%	43 27%	31 20%	33 21%	32 21%
(1) Definitely Not Suggested	741 29%	84 54%	15 10%	30 19%	60 38%	50 32%	24 15%	36 23%	55 35%	48 31%	39 24%	34 22%	44 28%	55 34%	48 30%	61 39%	58 37%
Not sure	471 19%	16 10%	36 23%	31 20%	24 15%	20 13%	29 18%	29 18%	30 19%	27 17%	46 29%	33 21%	37 24%	23 14%	29 18%	29 19%	32 21%
MEAN	2.1	1.6	2.8	2.3	2.0	2.1	2.6	2.3	2.0	2.1	2.1	2.2	2.0	2.0	2.1	1.9	1.9
STD. DEV	1.04	0.83	0.99	0.94	1.12	1.06	1.01	1.07	1.05	1.06	0.96	0.93	0.94	1.07	1.01	1.02	1.02
STD. ERR	0.02	0.07	0.09	0.08	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.08	0.09	0.09	0.09	0.09	0.09
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_3_6. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
6. made with renewable energy

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	1246 50%	22 14%	98 63%	69 44%	140 90%	54 35%	73 46%	69 44%	133 85%	51 32%	55 34%	57 36%	143 91%	45 28%	66 42%	138 88%	33 21%
(4) Definitely Suggested	719 29%	7 4%	43 28%	27 17%	117 75%	22 14%	22 14%	25 16%	116 74%	19 12%	16 10%	16 10%	125 80%	18 11%	23 15%	115 74%	8 5%
(3) Probably Suggested	527 21%	15 10%	55 35%	42 27%	23 15%	32 21%	51 32%	44 28%	17 11%	32 20%	39 24%	41 26%	18 11%	27 17%	43 27%	23 15%	25 16%
NOT SUGGESTED (NET)	931 37%	114 73%	27 17%	73 46%	7 4%	84 54%	59 37%	72 46%	11 7%	79 50%	68 42%	77 49%	5 3%	90 56%	68 43%	6 4%	91 58%
(2) Probably Not Suggested	443 18%	36 23%	16 10%	39 25%	4 3%	43 28%	36 23%	39 25%	6 4%	37 24%	35 22%	35 22%	2 1%	42 26%	33 21%	3 2%	37 24%
(1) Definitely Not Suggested	488 19%	78 50%	11 7%	34 22%	3 2%	41 26%	23 15%	33 21%	5 3%	42 27%	33 20%	42 27%	3 2%	48 30%	35 22%	3 2%	54 35%
Not sure	339 13%	21 13%	31 20%	15 10%	9 6%	18 12%	26 16%	16 10%	13 8%	27 17%	38 24%	23 15%	9 6%	25 16%	24 15%	12 8%	32 21%
MEAN	2.7	1.6	3.0	2.4	3.7	2.3	2.5	2.4	3.7	2.2	2.3	2.2	3.8	2.1	2.4	3.7	1.9
STD. DEV	1.15	0.87	0.91	1.05	0.61	1.05	0.97	1.04	0.71	1.06	1.01	1.03	0.56	1.04	1.06	0.60	0.94
STD. ERR	0.02	0.08	0.08	0.09	0.05	0.09	0.08	0.09	0.06	0.09	0.09	0.09	0.05	0.09	0.09	0.05	0.08
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_3_7. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

3. A laundry basket
7. made with renewable materials

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
SUGGESTED (NET)	1623 65%	39 25%	114 73%	141 90%	89 57%	99 63%	114 72%	139 89%	85 54%	100 64%	76 47%	145 92%	88 56%	98 61%	141 89%	75 48%	80 51%
(4) Definitely Suggested	964 38%	12 8%	54 35%	116 74%	44 28%	52 33%	49 31%	114 73%	39 25%	49 31%	34 21%	118 75%	43 27%	57 36%	108 68%	37 24%	38 24%
(3) Probably Suggested	659 26%	27 17%	60 38%	25 16%	45 29%	47 30%	65 41%	25 16%	46 29%	51 32%	42 26%	27 17%	45 29%	41 26%	33 21%	38 24%	42 27%
NOT SUGGESTED (NET)	637 25%	101 64%	20 13%	5 3%	54 35%	44 28%	30 19%	9 6%	51 32%	42 27%	49 30%	4 3%	52 33%	46 29%	12 8%	61 39%	57 37%
(2) Probably Not Suggested	270 11%	27 17%	15 10%	3 2%	18 12%	25 16%	14 9%	4 3%	10 6%	22 14%	25 16%	2 1%	27 17%	21 13%	8 5%	22 14%	27 17%
(1) Definitely Not Suggested	367 15%	74 47%	5 3%	2 1%	36 23%	19 12%	16 10%	5 3%	41 26%	20 13%	24 15%	2 1%	25 16%	25 16%	4 3%	39 25%	30 19%
Not sure	256 10%	17 11%	22 14%	11 7%	13 8%	13 8%	14 9%	9 6%	21 13%	15 10%	36 22%	8 5%	17 11%	16 10%	5 3%	20 13%	19 12%
MEAN	3.0	1.8	3.2	3.7	2.7	2.9	3.0	3.7	2.6	2.9	2.7	3.8	2.8	2.9	3.6	2.5	2.6
STD. DEV	1.09	1.02	0.79	0.56	1.16	1.04	0.94	0.69	1.19	1.03	1.07	0.54	1.08	1.11	0.71	1.17	1.11
STD. ERR	0.02	0.09	0.07	0.05	0.10	0.09	0.08	0.06	0.10	0.09	0.10	0.04	0.09	0.09	0.06	0.10	0.09
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
SUMMARY OF SUGGESTED

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
made from recycled materials	1754 70%	40 25%	135 86%	113 72%	84 54%	145 93%	127 81%	127 81%	102 65%	154 97%	60 38%	106 66%	75 48%	150 96%	108 68%	76 48%	152 97%
recyclable	1750 70%	47 30%	139 89%	130 83%	88 56%	116 74%	137 88%	136 87%	96 61%	136 86%	82 53%	116 72%	79 50%	121 77%	130 82%	74 47%	123 78%
made with renewable materials	1666 66%	37 24%	122 78%	145 93%	86 55%	97 62%	113 72%	147 94%	103 66%	102 65%	74 47%	147 91%	88 56%	91 58%	139 87%	79 50%	96 61%
biodegradable	1343 53%	41 26%	126 80%	96 62%	72 46%	75 48%	135 87%	111 71%	91 58%	93 59%	63 40%	82 51%	61 39%	71 45%	83 52%	59 38%	84 54%
made with renewable energy	1243 49%	28 18%	99 63%	71 46%	135 87%	46 29%	80 51%	72 46%	142 90%	54 34%	50 32%	58 36%	137 87%	42 27%	47 30%	139 89%	43 27%
compostable	1181 47%	38 24%	107 68%	86 55%	63 40%	62 40%	117 75%	89 57%	81 52%	84 53%	60 38%	75 47%	55 35%	67 43%	71 45%	48 31%	78 50%
non-toxic	965 38%	46 29%	107 68%	67 43%	56 36%	51 33%	107 69%	66 42%	63 40%	65 41%	42 27%	54 34%	47 30%	45 29%	47 30%	43 27%	59 38%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
SUMMARY OF NOT SUGGESTED

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
non-toxic	1179 47%	90 57% cdgh	31 20%	67 43% cg	79 51% cg	78 50% cg	31 20%	64 41% cg	74 47% cg	79 50% cg	77 49% cg	83 52% cg	85 54% cdgh	85 54% cdgh	86 54% cdgh	92 59% cdghi	78 50% cg
compostable	952 38%	95 61% cdelfghijklmnopq	31 20%	49 31% cg	68 44% cdgh	68 44% cdgh	19 12%	44 28% g	57 36% cg	60 38% cg	61 39% cdgh	65 40% cdgh	71 45% cdgh	64 41% cdgh	62 39% cdgh	81 52% cdghijklq	57 36% cg
made with renewable energy	908 36%	105 67% cdelfghijklmnopq	33 21% eimp	64 41% cegimp	10 6% cegimp	80 51% cegimp	46 29% eimp	63 40% cegimp	6 4% cdghimp	88 56% cegimp	70 45% cegimp	75 47% cegimp	7 4% cdghikimp	91 58% cegimp	80 50% cegimp	6 4% cdghimp	84 54% cdghimp
biodegradable	867 34%	92 59% cdelfghijklmnopq	17 11%	43 28% cg	65 42% cdgh	60 38% cdgh	8 5%	32 20% cg	55 35% cdgh	53 34% cdgh	60 38% cdgh	60 37% cdgh	69 44% cdgho	67 43% cdgh	52 33% cdgh	75 48% cdghijo	59 38% cdgh
made with renewable materials	622 25%	97 62% cdelfghijklmnopq	14 9%	6 4% cdghlo	52 33% cdghlo	41 26% cdghlo	22 14% dhl	7 4% cdghlo	48 31% cdghlo	47 30% cdghlo	55 35% cdghlo	7 4% cdghlo	50 32% cdghlo	49 31% cdghlo	13 8% cdghilnoq	66 42% cdghilnoq	48 31% cdghlo
recyclable	577 23%	87 55% cdelfghijklmnopq	11 7%	19 12% g	55 35% cdghilnoq	31 20% cdgh	8 5%	16 10% cdghilnoq	49 31% cdghilnoq	20 13% g	45 29% cdghilnoq	33 20% cdgh	58 37% cdghilnoq	27 17% cg	25 16% cdghilnoq	68 43% cdghilnoq	25 16% cg
made from recycled materials	571 23%	94 60% cdelfghijklmnopq	11 7% jinq	35 22% cfghjinq	59 38% cdghilnoq	7 4% cdghilnoq	14 9% jinq	22 14% cfghjinq	49 31% cdghilnoq	3 2% cdghilnoq	60 38% cdghilnoq	42 26% cfghjinq	62 39% cdghilnoq	2 1% cdghilnoq	41 26% cfghjinq	67 43% cdghilnoq	3 2% cdghilnoq

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
SUMMARY OF MEANS

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
made from recycled materials	3.1	1.9	3.4	3.2	2.6	3.8	3.4	3.3	2.8	3.8	2.4	2.9	2.4	3.9	3.0	2.5	3.9
			bdeiklmop	beikmp	b	bcdgghiklmop	bdeiklmop	beiklmop	bkm	bcdgghiklmop	b	bekmp	b	bcdgghiklmop	bekmp	b	bcdgghiklmop
made with renewable materials	3.0	1.9	3.3	3.8	2.7	2.8	3.2	3.7	2.8	2.9	2.7	3.7	2.7	2.9	3.6	2.6	3.0
			befijklnpq	bcdgghiklmop	b	b	befijklnpq	bcdgghiklmop	b	bp	b	bcdgghiklmop	b	bp	bcdgghiklmop	b	bekmp
recyclable	3.0	2.0	3.4	3.3	2.7	3.1	3.5	3.4	2.8	3.3	2.7	3.0	2.5	3.2	3.1	2.4	3.3
			befiklmop	beikmp	b	beikmp	bcdgghiklmop	befiklmop	bmp	beikmp	b	bekmp	b	beikmp	beikmp	b	beikmp
made with renewable energy	2.7	1.8	3.0	2.6	3.7	2.1	2.7	2.5	3.7	2.1	2.2	2.3	3.7	2.0	2.2	3.8	2.1
			bdfghijklnoq	befiklmop	bcdgghiklmop	b	befiklmop	befiklmop	bcdgghiklmop	b	b	bn	bcdgghiklmop	b	b	bcdgghiklmop	b
biodegradable	2.6	1.9	3.2	2.8	2.4	2.4	3.5	3.0	2.6	2.7	2.4	2.6	2.2	2.4	2.7	2.2	2.6
			bdefhijklmnoq	befiklmop	b	b	bcdgghiklmop	befiklmop	bmp	befiklmop	b	bmp	b	b	bkmop	b	bmp
compostable	2.5	1.9	3.0	2.7	2.4	2.4	3.2	2.8	2.6	2.6	2.4	2.5	2.2	2.5	2.5	2.1	2.6
			bdefhijklmnoq	befikmp	b	bp	bcdgghiklmop	befiklmop	bmp	befikmp	bp	bmp	bmp	bmp	bmp	bmp	bmp
non-toxic	2.3	2.0	3.0	2.4	2.3	2.2	3.0	2.4	2.3	2.3	2.1	2.2	2.0	2.1	2.1	2.0	2.2
			bdefhijklmnoq	bklmnoq	bp	bcdgghiklmop	bklmnoq	bklmnoq	bmp	bmp	bmp	bmp	bmp	bmp	bmp	bmp	bp

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_4_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
1. recyclable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1750 70%	47 30%	139 89%	130 83%	88 56%	116 74%	137 88%	136 87%	96 61%	136 86%	82 53%	116 72%	79 50%	121 77%	130 82%	74 47%	123 78%
(4) Definitely Suggested	907 36%	15 10%	71 45%	72 46%	42 27%	65 42%	81 52%	82 52%	46 29%	75 47%	30 19%	51 32%	29 18%	78 50%	57 36%	36 23%	77 49%
(3) Probably Suggested	843 34%	32 20%	68 43%	58 37%	46 29%	51 33%	56 36%	54 34%	50 32%	61 39%	52 33%	65 40%	50 32%	43 27%	73 46%	38 24%	46 29%
NOT SUGGESTED (NET)	577 23%	87 55%	11 7%	19 12%	55 35%	31 20%	8 5%	16 10%	49 31%	20 13%	45 29%	33 20%	58 37%	27 17%	25 16%	68 43%	25 16%
(2) Probably Not Suggested	206 8%	30 19%	5 3%	7 4%	18 12%	8 5%	6 4%	5 3%	20 13%	8 5%	19 12%	13 8%	12 8%	8 5%	16 10%	21 13%	10 6%
(1) Definitely Not Suggested	371 15%	57 36%	6 4%	12 8%	37 24%	23 15%	2 1%	11 7%	29 18%	12 8%	26 17%	20 12%	46 29%	19 12%	9 6%	47 30%	15 10%
Not sure	187 7%	23 15%	7 4%	7 4%	13 8%	9 6%	11 7%	5 3%	12 8%	2 1%	29 19%	12 7%	20 13%	9 6%	4 3%	15 10%	9 6%
MEAN	3.0	2.0	3.4	3.3	2.7	3.1	3.5	3.4	2.8	3.3	2.7	3.0	2.5	3.2	3.1	2.4	3.3
STD. DEV	1.06	1.06	0.74	0.88	1.16	1.06	0.65	0.86	1.10	0.88	1.05	0.99	1.16	1.03	0.83	1.19	0.97
STD. ERR	0.02	0.09	0.06	0.07	0.10	0.09	0.05	0.07	0.09	0.07	0.09	0.08	0.10	0.08	0.07	0.10	0.08
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_4_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
2. made from recycled materials

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1754 70%	40 25%	135 86%	113 72%	84 54%	145 93%	127 81%	127 81%	102 65%	154 97%	60 38%	106 66%	75 48%	150 96%	108 68%	76 48%	152 97%
(4) Definitely Suggested	1144 46%	11 7%	74 47%	72 46%	40 26%	131 84%	70 45%	73 46%	48 31%	137 87%	21 13%	58 36%	29 18%	134 85%	59 37%	44 28%	143 91%
(3) Probably Suggested	610 24%	29 18%	61 39%	41 26%	44 28%	14 9%	57 37%	54 34%	54 34%	17 11%	39 25%	48 30%	46 29%	16 10%	49 31%	32 20%	9 6%
NOT SUGGESTED (NET)	571 23%	94 60%	11 7%	35 22%	59 38%	7 4%	14 9%	22 14%	49 31%	3 2%	60 38%	42 26%	62 39%	2 1%	41 26%	67 43%	3 2%
(2) Probably Not Suggested	239 10%	36 23%	5 3%	21 13%	24 15%	3 2%	9 6%	9 6%	20 13%	1 1%	28 18%	16 10%	18 11%	1 1%	23 14%	25 16%	-
(1) Definitely Not Suggested	332 13%	58 37%	6 4%	14 9%	35 22%	4 3%	5 3%	13 8%	29 18%	2 1%	32 21%	26 16%	44 28%	1 1%	18 11%	42 27%	3 2%
Not sure	189 8%	23 15%	11 7%	8 5%	13 8%	4 3%	15 10%	8 5%	6 4%	1 1%	36 23%	13 8%	20 13%	5 3%	10 6%	14 9%	2 1%
MEAN	3.1	1.9	3.4	3.2	2.6	3.8	3.4	3.3	2.8	3.8	2.4	2.9	2.4	3.9	3.0	2.5	3.9
STD. DEV	1.08	0.99	0.75	0.99	1.14	0.60	0.76	0.92	1.09	0.47	1.07	1.10	1.15	0.42	1.02	1.21	0.47
STD. ERR	0.02	0.09	0.06	0.08	0.10	0.05	0.06	0.08	0.09	0.04	0.10	0.09	0.10	0.03	0.08	0.10	0.04
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_4_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
3. biodegradable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1343 53%	41 26%	126 80%	96 62%	72 46%	75 48%	135 87%	111 71%	91 58%	93 59%	63 40%	82 51%	61 39%	71 45%	83 52%	59 38%	84 54%
(4) Definitely Suggested	518 21%	9 6%	59 38%	36 23%	30 19%	20 13%	78 50%	40 25%	32 20%	42 27%	19 12%	30 19%	21 13%	25 16%	27 17%	19 12%	31 20%
(3) Probably Suggested	825 33%	32 20%	67 43%	60 38%	42 27%	55 35%	57 37%	71 45%	59 38%	51 32%	44 28%	52 32%	40 25%	46 29%	56 35%	40 25%	53 34%
NOT SUGGESTED (NET)	867 34%	92 59%	17 11%	43 28%	65 42%	60 38%	8 5%	32 20%	55 35%	53 34%	60 38%	60 37%	69 44%	67 43%	52 33%	75 48%	59 38%
(2) Probably Not Suggested	373 15%	34 22%	7 4%	26 17%	23 15%	25 16%	7 4%	17 11%	22 14%	21 13%	27 17%	34 21%	17 11%	33 21%	30 19%	23 15%	27 17%
(1) Definitely Not Suggested	494 20%	58 37%	10 6%	17 11%	42 27%	35 22%	1 1%	15 10%	33 21%	32 20%	33 21%	26 16%	52 33%	34 22%	22 14%	52 33%	32 20%
Not sure	304 12%	24 15%	14 9%	17 11%	19 12%	21 13%	13 8%	14 9%	11 7%	12 8%	33 21%	19 12%	27 17%	19 12%	24 15%	23 15%	14 9%
MEAN	2.6	1.9	3.2	2.8	2.4	2.4	3.5	3.0	2.6	2.7	2.4	2.6	2.2	2.4	2.7	2.2	2.6
STD. DEV	1.07	0.98	0.83	0.95	1.14	1.03	0.63	0.91	1.07	1.11	1.05	1.02	1.14	1.05	0.98	1.11	1.06
STD. ERR	0.02	0.08	0.07	0.08	0.10	0.09	0.05	0.08	0.09	0.09	0.09	0.09	0.10	0.09	0.08	0.10	0.09
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_4_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
4. non-toxic

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	965 38%	46 29%	107 68%	67 43%	56 36%	51 33%	107 69%	66 42%	63 40%	65 41%	42 27%	54 34%	47 30%	45 29%	47 30%	43 27%	59 38%
(4) Definitely Suggested	362 14%	12 8%	52 33%	23 15%	29 19%	18 12%	53 34%	26 17%	20 13%	27 17%	10 6%	15 9%	13 8%	18 11%	14 9%	9 6%	23 15%
(3) Probably Suggested	603 24%	34 22%	55 35%	44 28%	27 17%	33 21%	54 35%	40 25%	43 27%	38 24%	32 21%	39 24%	34 22%	27 17%	33 21%	34 22%	36 23%
NOT SUGGESTED (NET)	1179 47%	90 57%	31 20%	67 43%	79 51%	78 50%	31 20%	64 41%	74 47%	79 50%	77 49%	83 52%	85 54%	85 54%	86 54%	92 59%	78 50%
(2) Probably Not Suggested	489 19%	30 19%	16 10%	35 22%	29 19%	33 21%	15 10%	30 19%	33 21%	30 19%	37 24%	37 23%	26 17%	35 22%	37 23%	37 24%	29 18%
(1) Definitely Not Suggested	690 27%	60 38%	15 10%	32 21%	50 32%	45 29%	16 10%	34 22%	41 26%	49 31%	40 26%	46 29%	59 38%	50 32%	49 31%	55 35%	49 31%
Not sure	370 15%	21 13%	19 12%	22 14%	21 13%	27 17%	18 12%	27 17%	20 13%	14 9%	37 24%	24 15%	25 16%	27 17%	26 16%	22 14%	20 13%
MEAN	2.3	2.0	3.0	2.4	2.3	2.2	3.0	2.4	2.3	2.3	2.1	2.2	2.0	2.1	2.1	2.0	2.2
STD. DEV	1.09	1.03	0.97	1.04	1.17	1.07	0.98	1.09	1.05	1.13	0.97	1.02	1.05	1.07	1.02	0.97	1.11
STD. ERR	0.02	0.09	0.08	0.09	0.10	0.09	0.08	0.10	0.09	0.09	0.09	0.09	0.09	0.09	0.09	0.08	0.10
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_4_5. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
5. compostable

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1181 47%	38 24%	107 68%	86 55%	63 40%	62 40%	117 75%	89 57%	81 52%	84 53%	60 38%	75 47%	55 35%	67 43%	71 45%	48 31%	78 50%
(4) Definitely Suggested	428 17%	11 7%	42 27%	28 18%	24 15%	20 13%	53 34%	36 23%	28 18%	37 23%	15 10%	21 13%	18 11%	25 16%	24 15%	15 10%	31 20%
(3) Probably Suggested	753 30%	27 17%	65 41%	58 37%	39 25%	42 27%	64 41%	53 34%	53 34%	47 30%	45 29%	54 34%	37 24%	42 27%	47 30%	33 21%	47 30%
NOT SUGGESTED (NET)	952 38%	95 61%	31 20%	49 31%	68 44%	68 44%	19 12%	44 28%	57 36%	60 38%	61 39%	65 40%	71 45%	64 41%	62 39%	81 52%	57 36%
(2) Probably Not Suggested	433 17%	37 24%	19 12%	26 17%	27 17%	32 21%	15 10%	22 14%	24 15%	28 18%	29 19%	33 20%	20 13%	31 20%	36 23%	30 19%	24 15%
(1) Definitely Not Suggested	519 21%	58 37%	12 8%	23 15%	41 26%	36 23%	4 3%	22 14%	33 21%	32 20%	32 21%	32 20%	51 32%	33 21%	26 16%	51 32%	33 21%
Not sure	381 15%	24 15%	19 12%	21 13%	25 16%	26 17%	20 13%	24 15%	19 12%	14 9%	35 22%	21 13%	31 20%	26 17%	26 16%	28 18%	22 14%
MEAN	2.5	1.9	3.0	2.7	2.4	2.4	3.2	2.8	2.6	2.6	2.4	2.5	2.2	2.5	2.5	2.1	2.6
STD. DEV	1.07	0.99	0.89	0.99	1.11	1.05	0.76	1.03	1.07	1.10	1.01	1.01	1.12	1.07	1.00	1.06	1.10
STD. ERR	0.02	0.09	0.08	0.09	0.10	0.09	0.06	0.09	0.09	0.09	0.09	0.09	0.10	0.09	0.09	0.09	0.09
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_4_6. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
6. made with renewable energy

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1243 49%	28 18%	99 63%	71 46%	135 87%	46 29%	80 51%	72 46%	142 90%	54 34%	50 32%	58 36%	137 87%	42 27%	47 30%	139 89%	43 27%
(4) Definitely Suggested	710 28%	5 3%	38 24%	32 21%	112 72%	14 9%	24 15%	30 19%	119 76%	19 12%	14 9%	19 12%	116 74%	14 9%	12 8%	121 77%	21 13%
(3) Probably Suggested	533 21%	23 15%	61 39%	39 25%	23 15%	32 21%	56 36%	42 27%	23 15%	35 22%	36 23%	39 24%	21 13%	28 18%	35 22%	18 11%	22 14%
NOT SUGGESTED (NET)	908 36%	105 67%	33 21%	64 41%	10 6%	80 51%	46 29%	63 40%	6 4%	88 56%	70 45%	75 47%	7 4%	91 58%	80 50%	6 4%	84 54%
(2) Probably Not Suggested	419 17%	39 25%	22 14%	39 25%	7 4%	32 21%	25 16%	29 18%	3 2%	30 19%	33 21%	36 22%	5 3%	36 23%	42 26%	2 1%	39 25%
(1) Definitely Not Suggested	489 19%	66 42%	11 7%	25 16%	3 2%	48 31%	21 13%	34 22%	3 2%	58 37%	37 24%	39 24%	2 1%	55 35%	38 24%	4 3%	45 29%
Not sure	363 14%	24 15%	25 16%	21 13%	11 7%	30 19%	30 19%	22 14%	9 6%	16 10%	36 23%	28 17%	13 8%	24 15%	32 20%	12 8%	30 19%
MEAN	2.7	1.8	3.0	2.6	3.7	2.1	2.7	2.5	3.7	2.1	2.2	2.3	3.7	2.0	2.2	3.8	2.1
STD. DEV	1.15	0.87	0.89	1.05	0.66	1.04	0.97	1.10	0.60	1.09	1.02	1.04	0.59	1.03	0.97	0.61	1.08
STD. ERR	0.02	0.08	0.08	0.09	0.06	0.09	0.09	0.09	0.05	0.09	0.09	0.09	0.05	0.09	0.09	0.05	0.10
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q656_4_7. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label?

4. Wrapping paper
7. made with renewable materials

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
SUGGESTED (NET)	1666 66%	37 24%	122 78%	145 93%	86 55%	97 62%	113 72%	147 94%	103 66%	102 65%	74 47%	147 91%	88 56%	91 58%	139 87%	79 50%	96 61%
(4) Definitely Suggested	1010 40%	9 6%	60 38%	123 79%	38 24%	39 25%	54 35%	115 73%	46 29%	51 32%	36 23%	121 75%	44 28%	54 34%	114 72%	45 29%	61 39%
(3) Probably Suggested	656 26%	28 18%	62 39%	22 14%	48 31%	58 37%	59 38%	32 20%	57 36%	51 32%	38 24%	26 16%	44 28%	37 24%	25 16%	34 22%	35 22%
NOT SUGGESTED (NET)	622 25%	97 62%	14 9%	6 4%	52 33%	41 26%	22 14%	7 4%	48 31%	47 30%	55 35%	7 4%	50 32%	49 31%	13 8%	66 42%	48 31%
(2) Probably Not Suggested	288 11%	35 22%	6 4%	3 2%	21 13%	19 12%	17 11%	5 3%	21 13%	27 17%	29 19%	3 2%	11 7%	29 18%	9 6%	25 16%	28 18%
(1) Definitely Not Suggested	334 13%	62 39%	8 5%	3 2%	31 20%	22 14%	5 3%	2 1%	27 17%	20 13%	26 17%	4 2%	39 25%	20 13%	4 3%	41 26%	20 13%
Not sure	226 9%	23 15%	21 13%	5 3%	18 12%	18 12%	21 13%	3 2%	6 4%	9 6%	27 17%	7 4%	19 12%	17 11%	7 4%	12 8%	13 8%
MEAN	3.0	1.9	3.3	3.8	2.7	2.8	3.2	3.7	2.8	2.9	2.7	3.7	2.7	2.9	3.6	2.6	3.0
STD. DEV	1.07	0.97	0.80	0.59	1.11	1.02	0.80	0.60	1.06	1.03	1.09	0.63	1.20	1.08	0.71	1.20	1.09
STD. ERR	0.02	0.08	0.07	0.05	0.09	0.09	0.07	0.05	0.09	0.08	0.10	0.05	0.10	0.09	0.06	0.10	0.09
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q660 1. Thinking again about a product advertised or labeled as which of the following most accurately describes what this statement suggests or implies to you about any negative environmental impact that may come from this product?

1. All Products

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	7554	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
STATEMENT SUGGESTS SOMETHING ABOUT NEGATIVE ENVIRONMENTAL IMPACT (NET)	4671 62%	67 14%	364 77%	336 71%	304 65%	312 67%	364 77%	346 73%	312 66%	325 69%	205 43%	294 62%	292 62%	289 61%	297 63%	271 58%	293 62%
The statement suggests or implies that there is no negative environmental impact from this product.	1552 21%	32 7%	160 34%	130 28%	107 23%	87 19%	161 34%	131 28%	99 21%	109 23%	66 14%	85 18%	74 16%	74 16%	84 18%	82 17%	71 15%
The statement suggests or implies that this product causes less negative environmental impact than other products, but may still cause some negative impact to the environment.	3119 41%	35 7%	204 43%	206 44%	197 42%	225 48%	203 43%	215 46%	213 45%	216 46%	139 29%	209 44%	218 46%	215 45%	213 45%	189 40%	222 47%
The statement does not suggest or imply anything about the negative environmental impact from this product or how it may compare to other kinds of products.	2091 28%	349 74%	71 15%	100 21%	110 23%	114 24%	69 15%	96 20%	113 24%	100 21%	166 35%	120 25%	111 24%	149 31%	131 28%	152 32%	140 30%
Other	156 2%	15 3%	6 1%	6 1%	16 3%	8 2%	6 1%	9 2%	11 2%	7 1%	19 4%	9 2%	12 3%	8 2%	12 3%	7 1%	5 1%
Not sure	636 8%	42 9%	30 6%	28 6%	41 9%	34 7%	33 7%	20 4%	35 8%	41 9%	84 18%	51 11%	57 12%	29 6%	35 7%	41 9%	35 7%
Sigma	7554 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q660 2. Thinking again about a product advertised or labeled as which of the following most accurately describes what this statement suggests or implies to you about any negative environmental impact that may come from this product?

2. Kitchen flooring

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
Weighted Base	2524	159	158	157	159	156	158	157	157	158	157	156	158	158	158	158	160
STATEMENT SUGGESTS SOMETHING ABOUT NEGATIVE ENVIRONMENTAL IMPACT (NET)	1504 60%	24 15%	123 78% bfijklmnopq	110 70% bknoq	111 70% bknoq	102 65% bknp	120 76% bfijklmnopq	108 69% bknoq	102 65% bknp	101 64% bk	70 45% b	93 60% bk	95 60% bk	85 54% b	88 56% bk	84 53% b	88 55% b
The statement suggests or implies that there is no negative environmental impact from this product.	489 19%	10 6% bfijklmnopq	48 30% bknoq	39 25% bknoq	43 27% bklnopq	32 21% bn	51 32% bfijklmnopq	43 27% bklnopq	32 20% bn	32 20% bn	22 14% b	27 17% b	26 16% b	18 11%	22 14% b	24 15% b	20 13%
The statement suggests or implies that this product causes less negative environmental impact than other products, but may still cause some negative impact to the environment.	1015 40%	14 9%	75 47% bk	71 45% bk	68 43% bk	70 45% bk	69 44% bk	65 41% bk	70 45% bk	69 44% bk	48 31% b	66 42% bk	69 44% bk	67 42% bk	66 42% bk	60 38% b	68 43% bk
The statement does not suggest or imply anything about the negative environmental impact from this product or how it may compare to other kinds of products.	736 29%	121 76% cdeghijklmnopq	18 11%	39 25% cg	27 17%	43 28% ceg	22 14%	39 25% cg	39 25% cg	40 25% cg	55 35% cdeghim	40 26% cg	37 23% cg	60 38% cdeghijlm	50 32% ceg	51 32% ceg	55 34% cegm
Other	57 2%	4 3%	4 3%	2 1%	4 3%	1 1%	3 2%	4 3%	4 3%	2 1%	6 4%	2 1%	4 3%	3 2%	8 5% f	4 3%	2 1%
Not sure	227 9%	10 6%	13 8%	6 4%	17 11% dh	10 6%	13 8%	6 4%	12 8%	15 9% dh	26 17% bcdgfhino	21 13% bdfhn	22 14% bdfhn	10 6%	12 8%	19 12% dh	15 9% dh
Sigma	2524 100%	159 100%	158 100%	157 100%	159 100%	156 100%	158 100%	157 100%	157 100%	158 100%	157 100%	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q660 3. Thinking again about a product advertised or labeled as which of the following most accurately describes what this statement suggests or implies to you about any negative environmental impact that may come from this product?

3. A laundry basket

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
Weighted Base	2516	157	156	157	156	156	158	157	157	157	161	157	157	160	158	156	156
STATEMENT SUGGESTS SOMETHING ABOUT NEGATIVE ENVIRONMENTAL IMPACT (NET)	1563 62%	20 13%	119 76%	111 71%	99 63%	111 71%	121 77%	116 74%	101 64%	103 66%	66 41%	98 62%	100 64%	103 64%	104 66%	90 58%	101 65%
The statement suggests or implies that there is no negative environmental impact from this product.	506 20%	8 5%	54 35%	41 26%	34 22%	25 16%	57 36%	38 24%	32 20%	37 24%	21 13%	30 19%	23 15%	29 18%	28 18%	27 17%	22 14%
The statement suggests or implies that this product causes less negative environmental impact than other products, but may still cause some negative impact to the environment.	1057 42%	12 8%	65 42%	70 45%	65 42%	86 55%	64 41%	78 50%	69 44%	66 42%	45 28%	68 43%	77 49%	74 46%	76 48%	63 40%	79 51%
The statement does not suggest or imply anything about the negative environmental impact from this product or how it may compare to other kinds of products.	698 28%	121 77%	27 17%	32 20%	37 24%	33 21%	29 18%	30 19%	38 24%	36 23%	56 35%	42 27%	38 24%	43 27%	43 27%	51 33%	42 27%
Other	47 2%	7 4%	-	2 1%	8 5%	3 2%	1 1%	3 2%	4 3%	3 2%	4 2%	3 2%	4 3%	1 1%	2 1%	1 1%	1 1%
Not sure	208 8%	9 6%	10 6%	12 8%	12 8%	9 6%	7 4%	8 5%	14 9%	15 10%	35 22%	14 9%	15 10%	13 8%	9 6%	14 9%	12 8%
Sigma	2516 100%	157 100%	156 100%	157 100%	156 100%	156 100%	158 100%	157 100%	157 100%	157 100%	161 100%	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q660 4. Thinking again about a product advertised or labeled as which of the following most accurately describes what this statement suggests or implies to you about any negative environmental impact that may come from this product?

4. Wrapping paper

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
Weighted Base	2514	157	157	156	156	156	156	157	157	158	156	161	157	157	159	157	157
STATEMENT SUGGESTS SOMETHING ABOUT NEGATIVE ENVIRONMENTAL IMPACT (NET)	1604 64%	23 15%	122 78% befklmnopq	115 74% bekmp	94 60% bk	99 63% bk	123 79% befklmnopq	122 78% befklmnopq	109 69% bk	121 77% befklmnopq	69 44% b	103 64% bk	97 62% bk	101 64% bk	105 66% bk	97 62% bk	104 66% bk
The statement suggests or implies that there is no negative environmental impact from this product.	557 22%	14 9% befijklmnopq	58 37% befklmnopq	50 32% befklmnopq	30 19% b	30 19% b	53 34% befklmnopq	50 32% befklmnopq	35 22% b	40 25% bkm	23 15%	28 17% b	25 16%	27 17% b	34 21% b	31 20% b	29 18% b
The statement suggests or implies that this product causes less negative environmental impact than other products, but may still cause some negative impact to the environment.	1047 42%	9 6%	64 41% bk	65 42% bk	64 41% bk	69 44% bk	70 45% bk	72 46% bk	74 47% bk	81 51% bk	46 29% b	75 47% bk	72 46% bk	74 47% bk	71 45% bk	66 42% bk	75 48% bk
The statement does not suggest or imply anything about the negative environmental impact from this product or how it may compare to other kinds of products.	657 26% cdelghijklmnopq	107 68% cdelghijklmnopq	26 17%	29 19%	46 29% cdghj	38 24% gj	18 12%	27 17%	36 23% g	24 15% cdfghijklmo	55 35% cdfghijklmo	38 24% g	36 23% g	46 29% cdghj	38 24% g	50 32% cdghj	43 27% cdghj
Other	52 2%	4 3%	2 1%	2 1%	4 3%	4 3%	2 1%	2 1%	3 2%	2 1% cdghjopq	9 6% cdghjopq	4 2%	4 3%	4 3%	2 1%	2 1%	2 1%
Not sure	201 8% cdhijnpq	23 15% cdhijnpq	7 4%	10 6%	12 8%	15 10% hn	13 8%	6 4%	9 6%	11 7% cdehijnpq	23 15% cdehijnpq	16 10% hn	20 13% chinpq	6 4%	14 9%	8 5%	8 5%
Sigma	2514 100%	157 100%	157 100%	156 100%	156 100%	156 100%	156 100%	157 100%	157 100%	158 100%	156 100%	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q665_1. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

1. All Products

Base: Respondents Who Think Claim Implies Something About Negative Environmental Impact

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	4671	67*	364	336	304	312	364	346	312	325	205	294	292	289	297	271	293
Weighted Base	4671	67*	364	336	304	312	364	346	312	325	205	294	292	289	297	271	293
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	2675 57%	40 60%	218 60% o	190 57%	172 57%	166 53%	194 53%	194 56%	181 58%	177 54%	121 59%	166 56%	181 62% tgo	175 61% o	151 51% defghijlo	179 66% o	170 58%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	949 20%	17 25% o	94 26% efloq	79 24% lo	54 18%	58 19%	83 23% o	70 20% o	62 20% o	64 20% o	43 21% o	50 17%	68 23% o	59 20% o	39 13%	55 20% o	54 18%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	1726 37%	23 34%	124 34%	111 33%	118 39% g	108 35%	111 30%	124 36%	119 38% g	113 35%	78 38%	116 39% g	113 39% g	116 40% g	112 38%	124 46% cdfghj	116 40% g
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	1632 35%	19 28%	121 33% p	119 35% p	108 36% p	120 38% mp	142 39% mp	123 36% p	109 35% p	118 36% p	65 32%	116 39% mp	86 29%	92 32% bckmnp	124 42%	67 25%	103 35% p
Other	78 2%	1 1%	4 1%	8 2%	6 2%	7 2%	5 1%	8 2%	4 1%	4 1%	1 *	2 1%	6 2%	6 2%	6 2%	7 3%	3 1%
Not sure	286 6%	7 10% i	21 6%	19 6%	18 6%	19 6%	23 6%	21 6%	18 6%	26 8% i	18 9% i	10 3%	19 7%	16 6%	16 5%	18 7%	17 6%
Sigma	4671 100%	67 100%	364 100%	336 100%	304 100%	312 100%	364 100%	346 100%	312 100%	325 100%	205 100%	294 100%	292 100%	289 100%	297 100%	271 100%	293 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q665_2. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

2. Kitchen flooring

Base: Respondents Who Think Claim Implies Something About Negative Environmental Impact

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1504	24**	123	110	111	102	120	108	102	101	70*	93*	95*	85*	88*	84*	88*
Weighted Base	1504	24**	123	110	111	102	120	108	102	101	70*	93*	95*	85*	88*	84*	88*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	888 59%	13 54%	80 65% ef	66 60%	58 52%	52 51%	68 57%	67 62%	58 57%	55 54%	47 67% f	50 54%	63 66% ef	55 65%	50 57%	57 68% ef	49 56%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	306 20%	7 29%	35 28% efklo	26 24% l	19 17%	15 15%	28 23% l	23 21%	19 19%	22 22%	11 16%	11 12%	20 21%	18 21%	13 15%	21 25% l	18 20%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	582 39%	6 25%	45 37%	40 36%	39 35%	37 36%	40 33%	44 41%	39 38%	33 33%	36 51% cdegjq	39 42%	43 45%	37 44%	37 42%	36 43%	31 35%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	501 33%	10 42%	34 28%	36 33%	43 39% kp	40 39% kp	40 33%	32 30%	37 36% p	36 36%	17 24%	39 42% ckmp	25 26%	27 32%	32 36%	19 23%	34 39% p
Other	26 2%	-	1 1%	3 3%	2 2%	3 3%	1 1%	5 5% nq	2 2%	2 2%	-	1 1%	1 1%	-	2 2%	3 4%	-
Not sure	89 6%	1 4%	8 7%	5 5%	8 7%	7 7%	11 9%	4 4%	5 5%	8 8%	6 9%	3 3%	6 6%	3 4%	4 5%	5 6%	5 6%
Sigma	1504 100%	24 100%	123 100%	110 100%	111 100%	102 100%	120 100%	108 100%	102 100%	101 100%	70 100%	93 100%	95 100%	85 100%	88 100%	84 100%	88 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q665_3. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

3. A laundry basket

Base: Respondents Who Think Claim Implies Something About Negative Environmental Impact

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1563	20**	119	111	99*	111	121	116	101	103	66*	98*	100	103	104	90*	101
Weighted Base	1563	20**	119	111	99*	111	121	116	101	103	66*	98*	100	103	104	90*	101
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	899 58%	13 65%	72 61%	62 56%	56 57%	59 53%	72 60%	71 61%	65 64%	55 53%	35 53%	53 54%	58 58%	53 51%	53 51%	59 66% no	63 62%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	340 22%	4 20%	34 29% eo	30 27%	17 17%	25 23%	33 27%	22 19%	21 21%	22 21%	16 24%	19 19%	24 24%	21 20%	17 16%	16 18%	19 19%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	559 36%	9 45%	38 32%	32 29%	39 39%	34 31%	39 32%	49 42% d	44 44% d	33 32%	19 29%	34 35%	34 34%	32 31%	36 35% cdfgjk	43 48% n	44 44% d
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	544 35%	5 25%	40 34%	41 37%	34 34%	45 41% ip	42 35%	38 33%	26 26%	41 40% ip	26 39% p	41 42% ip	32 32%	41 40% ip	41 39% ip	22 24%	29 28%
Other	27 2%	-	3 3%	1 1%	2 2%	2 2%	1 1%	1 1%	2 2%	1 1%	1 2%	-	3 3%	3 3%	3 3%	2 2%	2 2%
Not sure	93 6%	2 10%	4 3%	7 6%	7 7%	5 5%	6 5%	6 5%	8 8%	6 6%	4 6%	4 4%	7 7%	6 6%	7 7%	7 8%	7 7%
Sigma	1563 100%	20 100%	119 100%	111 100%	99 100%	111 100%	121 100%	116 100%	101 100%	103 100%	66 100%	98 100%	100 100%	103 100%	104 100%	90 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q665_4. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

4. Wrapping paper

Base: Respondents Who Think Claim Implies Something About Negative Environmental Impact

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1604	23**	122	115	94*	99*	123	122	109	121	69*	103	97*	101	105	97*	104
Weighted Base	1604	23**	122	115	94*	99*	123	122	109	121	69*	103	97*	101	105	97*	104
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	888 55%	14 61%	66 54%	62 54%	58 62% gho	55 56%	54 44%	56 46%	58 53%	67 55%	39 57%	63 61% gho	60 62% gho	67 66% gho	48 46%	63 65% gho	58 56%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	303 19%	6 26%	25 20% o	23 20% o	18 19% o	18 18% o	22 18% o	25 20% o	22 20% o	20 17%	16 23% o	20 19% o	24 25% o	20 20% o	9 9%	18 19% o	17 16%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	585 36%	8 35%	41 34%	39 34%	40 43% gh	37 37%	32 26%	31 25%	36 33%	47 39% gh	23 33%	43 42% gh	36 37%	47 47% ghi	39 37%	45 46% gh	41 39% gh
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	587 37%	4 17%	47 39% n	42 37% n	31 33%	35 35% efjklmnp	60 49%	53 43% mnp	46 42% np	41 34%	22 32%	36 35%	29 30%	24 24% ejklmnp	51 49%	26 27%	40 38% n
Other	25 2%	1 4%	-	4 3% c	2 2%	2 2%	3 2%	2 2%	-	1 1%	-	1 1%	2 2%	3 3%	1 1%	2 2%	1 1%
Not sure	104 6%	4 17%	9 7%	7 6%	3 3%	7 7%	6 5%	11 9%	5 5%	12 10% l	8 12% el	3 3%	6 6%	7 7%	5 5%	6 6%	5 5%
Sigma	1604 100%	23 100%	122 100%	115 100%	94 100%	99 100%	123 100%	122 100%	109 100%	121 100%	69 100%	103 100%	97 100%	101 100%	105 100%	97 100%	104 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q665_1. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product?

1. All Products

Base: Respondents Who Think Claim Implies There Is No Environmental Impact From Product

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1552	32*	160	130	107	87*	161	131	99*	109	66*	85*	74*	74*	84*	82*	71*
Weighted Base	1552	32*	160	130	107	87*	161	131	99*	109	66*	85*	74*	74*	84*	82*	71*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	728 47%	19 59% e	87 54% ef	59 45%	42 39%	35 40%	79 49%	65 50%	44 44%	48 44%	27 41%	36 42%	35 47%	41 55%	36 43%	43 52%	32 45%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	374 24%	13 41% efkopq	47 29% efko	34 26%	17 16%	14 16%	46 29% efo	33 25%	27 27% e	26 24%	11 17%	19 22%	19 26%	22 30% efo	13 15%	18 22%	15 21%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	354 23%	6 19%	40 25%	25 19%	25 23%	21 24%	33 20%	32 24%	17 17%	22 20%	16 24%	17 20%	16 22%	19 26%	23 27%	25 30% i	17 24%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	624 40%	7 22%	60 38%	55 42% b	52 49% bmnp	38 44% b	67 42% b	48 37%	44 44% b	46 42% b	26 39%	42 49% bmnp	23 31%	23 31%	41 49% bmnp	26 32%	26 37%
Other	36 2%	1 3%	3 2%	7 5% o	2 2%	3 3%	3 2%	2 2%	1 1%	1 1%	1 2%	1 1%	3 4%	2 3%	-	5 6% jo	1 1%
Not sure	164 11%	5 16%	10 6%	9 7%	11 10%	11 13%	12 7%	16 12%	10 10%	14 13%	12 18% cdgl	6 7%	13 18% cdgl	8 11%	7 8%	8 10%	12 17% cdg
Sigma	1552 100%	32 100%	160 100%	130 100%	107 100%	87 100%	161 100%	131 100%	99 100%	109 100%	66 100%	85 100%	74 100%	74 100%	84 100%	82 100%	71 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q665 2. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product?

2. Kitchen flooring

Base: Respondents Who Think Claim Implies There Is No Environmental Impact From Product

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	489	10**	48*	39*	43*	32*	51*	43*	32*	32*	22**	27**	26**	18**	22**	24**	20**
Weighted Base	489	10**	48*	39*	43*	32*	51*	43*	32*	32*	22**	27**	26**	18**	22**	24**	20**
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	240 49%	7 70%	33 69% defj	14 36%	16 37%	10 31%	33 65% defj	27 63% defj	15 47%	12 38%	8 36%	11 41%	14 54%	8 44%	12 55%	11 46%	9 45%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	117 24%	5 50%	19 40% ef	8 21%	5 12%	3 9%	19 37% ef	12 28%	10 31% ef	7 22%	-	3 11%	8 31%	3 17%	6 27%	5 21%	4 20%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	123 25%	2 20%	14 29%	6 15%	11 26%	7 22%	14 27%	15 35% d	5 16%	5 16%	8 36%	8 30%	6 23%	5 28%	6 27%	6 25%	5 25%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	182 37%	3 30%	11 23%	19 49% cgh	22 51% cgh	14 44%	13 25%	11 26%	14 44%	15 47% cg	9 41%	15 56%	9 35%	7 39%	7 32%	6 25%	7 35%
Other	10 2%	-	-	2 5%	1 2%	1 3%	-	1 2%	-	1 3%	-	-	1 4%	-	-	3 13%	-
Not sure	57 12%	-	4 8%	4 10%	4 9%	7 22%	5 10%	4 9%	3 9%	4 13%	5 23%	1 4%	2 8%	3 17%	3 14%	4 17%	4 20%
Sigma	489 100%	10 100%	48 100%	39 100%	43 100%	32 100%	51 100%	43 100%	32 100%	32 100%	22 100%	27 100%	26 100%	18 100%	22 100%	24 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q665 3. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product?

3. A laundry basket

Base: Respondents Who Think Claim Implies There Is No Environmental Impact From Product

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	506	8**	54*	41*	34*	25**	57*	38*	32*	37*	21**	30*	23**	29**	28**	27**	22**
Weighted Base	506	8**	54*	41*	34*	25**	57*	38*	32*	37*	21**	30*	23**	29**	28**	27**	22**
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	239 47%	4 50%	26 48%	21 51%	13 38%	12 48%	27 47%	21 55%	14 44%	21 57%	8 38%	10 33%	9 39%	16 55%	14 50%	13 48%	10 45%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	132 26%	3 38%	16 30%	14 34%	5 15%	6 24%	18 32%	11 29%	7 22%	10 27%	5 24%	7 23%	6 26%	12 41%	3 11%	5 19%	4 18%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	107 21%	1 13%	10 19%	7 17%	8 24%	6 24%	9 16%	10 26%	7 22%	11 30%	3 14%	3 10%	3 13%	4 14%	11 39%	8 30%	6 27%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	206 41%	2 25%	23 43%	17 41%	15 44%	12 48%	25 44%	14 37%	13 41%	12 32%	10 48%	18 60%	6 26%	9 31%	12 43%	11 41%	7 32%
Other	12 2%	-	3 6%	1 2%	-	-	1 2%	-	1 3%	-	1 5%	-	1 4%	1 3%	-	2 7%	1 5%
Not sure	49 10%	2 25%	2 4%	2 5%	6 18% c	1 4%	4 7%	3 8%	4 13%	4 11%	2 10%	2 7%	7 30%	3 10%	2 7%	1 4%	4 18%
Sigma	506 100%	8 100%	54 100%	41 100%	34 100%	25 100%	57 100%	38 100%	32 100%	37 100%	21 100%	30 100%	23 100%	29 100%	28 100%	27 100%	22 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q665 4. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product?

4. Wrapping paper

Base: Respondents Who Think Claim Implies There Is No Environmental Impact From Product

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	557	14**	58*	50*	30*	30*	53*	50*	35*	40*	23**	28**	25**	27**	34*	31*	29**
Weighted Base	557	14**	58*	50*	30*	30*	53*	50*	35*	40*	23**	28**	25**	27**	34*	31*	29**
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	249 45%	8 57%	28 48%	24 48%	13 43%	13 43%	19 36%	17 34%	15 43%	15 38%	11 48%	15 54%	12 48%	17 63%	10 29%	19 61% gho	13 45%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	125 22%	5 36%	12 21%	12 24%	7 23%	5 17%	9 17%	10 20%	10 29%	9 23%	6 26%	9 32%	5 20%	7 26%	4 12%	8 26%	7 24%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	124 22%	3 21%	16 28%	12 24%	6 20%	8 27%	10 19%	7 14%	5 14%	6 15%	5 22%	6 21%	7 28%	10 37%	6 18%	11 35% h	6 21%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	236 42%	2 14%	26 45%	19 38%	15 50%	12 40%	29 55% p	23 46%	17 49%	19 48%	7 30%	9 32%	8 32%	7 26%	22 65% dp	9 29%	12 41%
Other	14 3%	1 7%	-	4 8% c	1 3%	2 7%	2 4%	1 2%	-	-	-	1 4%	1 4%	1 4%	-	-	-
Not sure	58 10%	3 21%	4 7%	3 6%	1 3%	3 10%	3 6%	9 18%	3 9%	6 15%	5 22%	3 11%	4 16%	2 7%	2 6%	3 10%	4 14%
Sigma	557 100%	14 100%	58 100%	50 100%	30 100%	30 100%	53 100%	50 100%	35 100%	40 100%	23 100%	28 100%	25 100%	27 100%	34 100%	31 100%	29 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q665_1. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

1. All Products

Base: Respondents Who Think Claim Implies Product Causes Less Environmental Impact Than Other Products

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3119	35*	204	206	197	225	203	215	213	216	139	209	218	215	213	189	222
Weighted Base	3119	35*	204	206	197	225	203	215	213	216	139	209	218	215	213	189	222
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	1947 62%	21 60%	131 64% o	131 64% o	130 66% o	131 58%	115 57%	129 60%	137 64% o	129 60%	94 68% go	130 62%	146 67% go	134 62%	115 54% fghjlnq	136 72% o	138 62%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	575 18%	4 11%	47 23% lo	45 22% o	37 19%	44 20% o	37 18%	37 17%	35 16%	38 18%	32 23% o	31 15%	49 22% lo	37 17%	26 12%	37 20% o	39 18%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	1372 44%	17 49%	84 41%	86 42%	93 47%	87 39%	78 38%	92 43%	102 48%	91 42%	62 45%	99 47%	97 44%	97 45%	89 42%	99 52% cdfgjo	99 45%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	1008 32%	12 34%	61 30%	64 31% p	56 28%	82 36% p	75 37% p	75 35% p	65 31% p	72 33% p	39 28%	74 35% p	63 29%	69 32% p	83 39% ekmp	41 22%	77 35% p
Other	42 1%	-	1 *	1 *	4 2%	4 2%	2 1%	6 3% k	3 1%	3 1%	-	1 *	3 1%	4 2%	6 3% k	2 1%	2 1%
Not sure	122 4%	2 6%	11 5%	10 5%	7 4%	8 4%	11 5%	5 2%	8 4%	12 6% l	6 4%	4 2%	6 3%	8 4%	9 4%	10 5%	5 2%
Sigma	3119 100%	35 100%	204 100%	206 100%	197 100%	225 100%	203 100%	215 100%	213 100%	216 100%	139 100%	209 100%	218 100%	215 100%	213 100%	189 100%	222 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q665_2. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

2. Kitchen flooring

Base: Respondents Who Think Claim Implies Product Causes Less Environmental Impact Than Other Products

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1015	14**	75*	71*	68*	70*	69*	65*	70*	69*	48*	66*	69*	67*	66*	60*	68*
Weighted Base	1015	14**	75*	71*	68*	70*	69*	65*	70*	69*	48*	66*	69*	67*	66*	60*	68*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	648 64%	6 43%	47 63%	52 73% g	42 62%	42 60%	35 51%	40 62%	43 61%	43 62%	39 81% cefg hijl oq	39 59%	49 71% g	47 70% g	38 58%	46 77% fgloq	40 59%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	189 19%	2 14%	16 21%	18 25% o	14 21%	12 17%	9 13%	11 17%	9 13%	15 22%	11 23%	8 12%	12 17%	15 22%	7 11%	16 27% ilo	14 21%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	459 45%	4 29%	31 41%	34 48%	28 41%	30 43%	26 38%	29 45%	34 49%	28 41%	28 58% gq	31 47%	37 54%	32 48%	31 47%	30 50%	26 38%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	319 31%	7 50%	23 31%	17 24%	21 31%	26 37% k	27 39% kmp	21 32%	23 33%	21 30%	8 17%	24 36% k	16 23%	20 30%	25 38% k	13 22%	27 40% dkmp
Other	16 2%	-	1 1%	1 1%	1 1%	2 3%	1 1%	4 6% mnq	2 3%	1 1%	-	1 2%	-	-	2 3%	-	-
Not sure	32 3%	1 7%	4 5%	1 1%	4 6% fn	-	6 9% fhn	-	2 3%	4 6% fn	1 2%	2 3%	4 6% fn	-	1 2%	1 2%	1 1%
Sigma	1015 100%	14 100%	75 100%	71 100%	68 100%	70 100%	69 100%	65 100%	70 100%	69 100%	48 100%	66 100%	69 100%	67 100%	66 100%	60 100%	68 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q665_3. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

3. A laundry basket

Base: Respondents Who Think Claim Implies Product Causes Less Environmental Impact Than Other Products

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1057	12**	65*	70*	65*	86*	64*	78*	69*	66*	45*	68*	77*	74*	76*	63*	79*
Weighted Base	1057	12**	65*	70*	65*	86*	64*	78*	69*	66*	45*	68*	77*	74*	76*	63*	79*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	660 62%	9 75%	46 71% fjno	41 59%	43 66%	47 55%	45 70% jno	50 64%	51 74% fjno	34 52%	27 60%	43 63%	49 64%	37 50%	39 51%	46 73% fjno	53 67% no
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	208 20%	1 8%	18 28% hn	16 23%	12 18%	19 22%	15 23%	11 14%	14 20%	12 18%	11 24%	12 18%	18 23%	9 12%	14 18%	11 17%	15 19%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	452 43%	8 67%	28 43%	25 36%	31 48%	28 33%	30 47%	39 50% fjo	37 54% dfjo	22 33%	16 36%	31 46%	31 40%	28 38%	25 33%	35 56% dfjkno	38 48% f
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	338 32%	3 25%	17 26%	24 34% ip	19 29%	33 38% ip	17 27%	24 31%	13 19%	29 44% cgipq	16 36% ip	23 34% ip	26 34% ip	32 43% cgipq	29 38% ip	11 17%	22 28%
Other	15 1%	-	-	-	2 3%	2 2%	-	1 1%	1 1%	1 2%	-	-	2 3%	2 3%	3 4%	-	1 1%
Not sure	44 4%	-	2 3%	5 7% m	1 2%	4 5%	2 3%	3 4%	4 6% m	2 3%	2 4%	2 3%	-	3 4%	5 7% m	6 10% m	3 4%
Sigma	1057 100%	12 100%	65 100%	70 100%	65 100%	86 100%	64 100%	78 100%	69 100%	66 100%	45 100%	68 100%	77 100%	74 100%	76 100%	63 100%	79 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q665_4. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product?

4. Wrapping paper

Base: Respondents Who Think Claim Implies Product Causes Less Environmental Impact Than Other Products

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1047	9**	64*	65*	64*	69*	70*	72*	74*	81*	46*	75*	72*	74*	71*	66*	75*
Weighted Base	1047	9**	64*	65*	64*	69*	70*	72*	74*	81*	46*	75*	72*	74*	71*	66*	75*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	639 61%	6 67%	38 59%	38 58%	45 70% go	42 61%	35 50%	39 54%	43 58%	52 64%	28 61%	48 64%	48 67% g	50 68% g	38 54%	44 67%	45 60%
I thought about the negative environmental impact that may occur at each of the stages of the lifecycle.	178 17%	1 11%	13 20% o	11 17%	11 17%	13 19% o	13 19% o	15 21% o	12 16%	11 14%	10 22% o	11 15%	19 26% joq	13 18%	5 7%	10 15%	10 13%
I thought about the negative environmental impact that may occur at some, but not all of the stages of the lifecycle.	461 44%	5 56%	25 39%	27 42%	34 53% gh	29 42%	22 31%	24 33%	31 42%	41 51% gh	18 39%	37 49% g	29 40%	37 50% gh	33 46%	34 52% gh	35 47%
I thought about negative environmental impact in a general sense but did not think about impact at specific stages of the lifecycle.	351 34%	2 22%	21 33%	23 35%	16 25%	23 33%	31 44% ejnp	30 42% en	29 39% n	22 27%	15 33%	27 36%	21 29%	17 23%	29 41% n	17 26%	28 37%
Other	11 1%	-	-	-	1 2%	-	1 1%	1 1%	-	1 1%	-	-	1 1%	2 3%	1 1%	2 3%	1 1%
Not sure	46 4%	1 11%	5 8% l	4 6% l	2 3%	4 6% l	3 4%	2 3%	2 3%	6 7% l	3 7% l	-	2 3%	5 7% l	3 4%	3 5%	1 1%
Sigma	1047 100%	9 100%	64 100%	65 100%	64 100%	69 100%	70 100%	72 100%	74 100%	81 100%	46 100%	75 100%	72 100%	74 100%	71 100%	66 100%	75 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q668_1. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product?

1. All Products

Base: Respondents Who Thought About Some But Not All Lifecycle Stages

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1726	23**	124	111	118	108	111	124	119	113	78*	116	113	116	112	124	116
Weighted Base	1726	23**	124	111	118	108	111	124	119	113	78*	116	113	116	112	124	116
Production/manufacture	1074 62%	8 35%	76 61%	67 60%	69 58%	61 56%	65 59%	76 61%	72 61%	73 65%	57 73% efg	71 61%	68 60%	80 69%	72 64%	79 64%	80 69%
Transportation/distribution	598 35%	7 30%	39 31%	36 32%	37 31%	44 41% gq	31 28%	39 31%	47 39%	37 33%	27 35%	45 39%	42 37%	46 40%	42 38%	47 38%	32 28%
Usage/consumption	572 33%	9 39%	48 39% o	35 32%	36 31%	42 39% o	42 38% o	42 34%	34 29%	31 27%	28 36%	37 32%	39 35%	45 39% o	28 25%	38 31%	38 33%
Disposal	958 56%	12 52%	79 64% ekl	58 52%	56 47%	62 57%	72 65% eklp	81 65% deklmp	63 53%	71 63% el	38 49%	56 48%	60 53%	61 53%	60 54%	64 52%	65 56%
Other	21 1%	- -	- -	2 2%	- -	2 2%	1 1%	3 2%	1 1%	- -	- -	1 1%	4 4% cej	2 2%	2 2%	2 2%	1 1%
Not sure	35 2%	1 4%	5 4% f	3 3%	1 1%	- -	1 1%	3 2%	5 4% f	1 1%	- -	4 3%	3 3%	2 2%	2 2%	2 2%	2 2%
Sigma	3258 189%	37 161%	247 199%	201 181%	199 169%	211 195%	212 191%	244 197%	222 187%	213 188%	150 192%	214 184%	216 191%	236 203%	206 184%	232 187%	218 188%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q668_2. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product?

2. Kitchen flooring

Base: Respondents Who Thought About Some But Not All Lifecycle Stages

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	582	6**	45*	40*	39*	37*	40*	44*	39*	33*	36*	39*	43*	37*	37*	36*	31*
Weighted Base	582	6**	45*	40*	39*	37*	40*	44*	39*	33*	36*	39*	43*	37*	37*	36*	31*
Production/manufacture	377 65%	3 50%	29 64%	25 63%	24 62%	23 62%	21 53%	25 57%	22 56%	24 73%	26 72%	26 67%	31 72%	25 68%	24 65%	23 64%	26 84% eghi
Transportation/distribution	203 35%	3 50%	13 29%	8 20%	13 33%	15 41% q	11 28%	14 32%	15 38% q	10 30%	9 25%	17 44% dq	20 47% dq	17 46% dq	15 41% q	18 50% dgkq	5 16%
Usage/consumption	205 35%	1 17%	18 40%	11 28%	16 41%	16 43%	15 38%	16 36%	10 26%	10 30%	11 31%	13 33%	15 35%	17 46%	9 24%	15 42%	12 39%
Disposal	311 53%	4 67%	28 62%	20 50%	17 44%	19 51%	21 53%	27 61%	22 56%	23 70% em	18 50%	23 59%	18 42%	18 49%	18 49%	19 53%	16 52%
Other	13 2%	- -	- -	2 5%	- -	- -	1 3%	2 5%	1 3%	- -	- -	- -	4 9% c	1 3%	1 3%	1 3%	- -
Not sure	16 3%	1 17%	1 2%	1 3%	- -	- -	1 3%	2 5%	3 8%	1 3%	- -	- -	2 5%	2 5%	2 5%	- -	- -
Sigma	1125 193%	12 200%	89 198%	67 168%	70 179%	73 197%	70 175%	86 195%	73 187%	68 206%	64 178%	79 203%	90 209%	80 216%	69 186%	76 211%	59 190%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q668_3. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product?

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3. A laundry basket

Base: Respondents Who Thought About Some But Not All Lifecycle Stages

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	559	9**	38*	32*	39*	34*	39*	49*	44*	33*	19**	34*	34*	32*	36*	43*	44*
Weighted Base	559	9**	38*	32*	39*	34*	39*	49*	44*	33*	19**	34*	34*	32*	36*	43*	44*
Production/manufacture	347 62%	3 33%	25 66%	19 59%	21 54%	19 56%	26 67%	33 67%	27 61%	21 64%	13 68%	22 65%	19 56%	21 66%	23 64%	30 70%	25 57%
Transportation/distribution	190 34%	2 22%	16 42%	10 31%	13 33%	17 50% ghlq	10 26%	12 24%	16 36%	10 30%	7 37%	8 24%	13 38%	9 28%	16 44%	19 44%	12 27%
Usage/consumption	149 27%	4 44%	11 29%	11 34%	7 18%	13 38% oq	15 38% eoq	15 31%	11 25%	9 27%	8 42%	7 21%	9 26%	8 25%	5 14%	9 21%	7 16%
Disposal	331 59%	5 56%	25 66%	21 66%	17 44%	25 74% elp	30 77% eip	34 69% elp	23 52%	19 58%	8 42%	16 47%	20 59%	21 66%	20 56%	21 49%	26 59%
Other	3 1%	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 3%	-	-	1 2%
Not sure	9 2%	-	2 5%	-	-	-	-	1 2%	1 2%	-	-	2 6%	-	-	-	1 2%	2 5%
Sigma	1029 184%	14 156%	79 208%	61 191%	58 149%	74 218%	81 208%	96 196%	78 177%	59 179%	36 189%	55 162%	61 179%	60 188%	64 178%	80 186%	73 166%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q668_4. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product?

4. Wrapping paper

Base: Respondents Who Thought About Some But Not All Lifecycle Stages

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	585	8**	41*	39*	40*	37*	32*	31*	36*	47*	23**	43*	36*	47*	39*	45*	41*
Weighted Base	585	8**	41*	39*	40*	37*	32*	31*	36*	47*	23**	43*	36*	47*	39*	45*	41*
Production/manufacture	350 60%	2 25%	22 54%	23 59%	24 60%	19 51%	18 56%	18 58%	23 64%	28 60%	18 78%	23 53%	18 50%	34 72% m	25 64%	26 58%	29 71%
Transportation/distribution	205 35%	2 25%	10 24%	18 46% cp	11 28%	12 32%	10 31%	13 42%	16 44% p	17 36%	11 48%	20 47% cp	9 25%	20 43% p	11 28%	10 22%	15 37%
Usage/consumption	218 37%	4 50%	19 46% j	13 33%	13 33%	13 35%	12 38%	11 35%	13 36%	12 26%	9 39%	17 40%	15 42%	20 43%	14 36%	14 31%	19 46% j
Disposal	316 54%	3 38%	26 63% l	17 44%	22 55%	18 49%	21 66% l	20 65% l	18 50%	29 62% l	12 52%	17 40%	22 61%	22 47%	22 56%	24 53%	23 56%
Other	5 1%	-	-	-	-	2 5%	-	-	-	-	-	1 2%	-	-	1 3%	1 2%	-
Not sure	10 2%	-	2 5%	2 5%	1 3%	-	-	-	1 3%	-	-	2 5%	1 3%	-	-	1 2%	-
Sigma	1104 189%	11 138%	79 193%	73 187%	71 178%	64 173%	61 191%	62 200%	71 197%	86 183%	50 217%	80 186%	65 181%	96 204%	73 187%	76 169%	86 210%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q670_1. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...?

1. All Products

Base: All Qualified Respondents Not Assigned To Certain Claims

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	5664	-**	-**	470	471	468	-**	471	471	473	-**	474	472	475	475	471	473
Weighted Base	5664	-**	-**	470	471	468	-**	471	471	473	-**	474	472	475	475	471	473
STATEMENT SUGGESTS SOMETHING ABOUT PRODUCT (NET)	4484 79%	-	-	388 83% eimp	356 76%	371 79%	-	399 85% efimnp	358 76%	389 82% eimp	-	383 81% mp	351 74%	377 79%	380 80% m	354 75%	378 80% m
The statement suggests or implies that all of the	2021 36%	-	-	184 39% oq	184 39% oq	167 36%	-	180 38% o	169 36%	164 35%	-	180 38% o	167 35%	166 35%	147 31%	159 34%	154 33%
The statement suggests or implies that most of the	1059 19%	-	-	96 20% p	79 17%	98 21% p	-	101 21% p	80 17%	107 23% eilmp	-	79 17%	80 17%	82 17%	96 20% p	72 15%	89 19%
The statement suggests or implies that some of the	1404 25%	-	-	108 23%	93 20%	106 23%	-	118 25%	109 23%	118 25%	-	124 26% e	104 22%	129 27% e	137 29% defim	123 26% e	135 29% elfm
The statement does not suggest or imply anything about how much of the ... were	860 15%	-	-	64 14%	85 18% hjl	74 16% hl	-	51 11%	89 19% dhjl	60 13%	-	53 11%	82 17% hjl	78 16% hl	72 15% h	80 17% hl	72 15% h
Not sure	320 6%	-	-	18 4%	30 6%	23 5%	-	21 4%	24 5%	24 5%	-	38 8% dhnoq	39 8% dfhjnoq	20 4%	23 5%	37 8% dhn	23 5%
Sigma	5664 100%	-	-	470 100%	471 100%	468 100%	-	471 100%	471 100%	473 100%	-	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q670_2. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...?

2. Kitchen flooring

Base: All Qualified Respondents Not Assigned To Certain Claims

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1892	-**	-**	157	159	156	-**	157	157	158	-**	156	158	158	158	158	160
Weighted Base	1892	-**	-**	157	159	156	-**	157	157	158	-**	156	158	158	158	158	160
STATEMENT SUGGESTS SOMETHING ABOUT PRODUCT (NET)	1463 77%	- -	- -	125 80%	116 73%	124 79%	-	135 86% eilmp	118 75%	124 78%	-	116 74%	116 73%	123 78%	123 78%	114 72%	129 81%
The statement suggests or implies that all of the	636 34%	-	-	53 34%	54 34%	59 38% o	-	49 31%	62 39% o	51 32%	-	52 33%	54 34%	54 34%	41 26%	52 33%	55 34%
The statement suggests or implies that most of the	341 18%	-	-	29 18% p	28 18%	37 24% ilp	-	34 22% p	21 13%	35 22% ilp	-	21 13%	29 18% p	27 17%	35 22% ilp	16 10%	29 18% p
The statement suggests or implies that some of the	486 26%	-	-	43 27% f	34 21%	28 18%	-	52 33% efim	35 22%	38 24%	-	43 28% f	33 21%	42 27%	47 30% f	46 29% f	45 28% f
The statement does not suggest or imply anything about how much of the ... were	306 16%	-	-	26 17%	31 19% h	26 17%	-	18 11%	32 20% h	24 15%	-	22 14%	29 18%	25 16%	25 16%	26 16%	22 14%
Not sure	123 7%	-	-	6 4%	12 8% h	6 4%	-	4 3%	7 4%	10 6%	-	18 12% dfhi	13 8% h	10 6%	10 6%	18 11% dfhi	9 6%
Sigma	1892 100%	-	-	157 100%	159 100%	156 100%	-	157 100%	157 100%	158 100%	-	156 100%	158 100%	158 100%	158 100%	158 100%	160 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q670_3. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...?

3. A laundry basket

Base: All Qualified Respondents Not Assigned To Certain Claims

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1884	-**	-**	157	156	156	-**	157	157	157	-**	157	157	160	158	156	156
Weighted Base	1884	-**	-**	157	156	156	-**	157	157	157	-**	157	157	160	158	156	156
STATEMENT SUGGESTS SOMETHING ABOUT PRODUCT (NET)	1481 79%	-	-	132 84% impq	119 76%	130 83% imp	-	128 82% m	114 73%	129 82% im	-	133 85% impq	112 71%	124 78%	130 82% im	114 73%	116 74%
The statement suggests or implies that all of the	684 36%	-	-	64 41% pq	61 39%	54 35%	-	64 41% pq	53 34%	59 38%	-	71 45% iopq	54 34%	60 38%	52 33%	46 29%	46 29%
The statement suggests or implies that most of the	345 18%	-	-	31 20%	28 18%	32 21%	-	33 21%	30 19%	31 20%	-	26 17%	25 16%	21 13%	37 23% n	25 16%	26 17%
The statement suggests or implies that some of the	452 24%	-	-	37 24%	30 19%	44 28%	-	31 20%	31 20%	39 25%	-	36 23%	33 21%	43 27%	41 26%	43 28%	44 28%
The statement does not suggest or imply anything about how much of the ... were	295 16%	-	-	19 12%	28 18%	20 13%	-	20 13%	33 21% djl	19 12%	-	13 8%	30 19% l	29 18% l	25 16% l	29 19% l	30 19% l
Not sure	108 6%	-	-	6 4%	9 6%	6 4%	-	9 6%	10 6% o	9 6%	-	11 7% o	15 10% dfo	7 4%	3 2%	13 8% o	10 6% o
Sigma	1884 100%	-	-	157 100%	156 100%	156 100%	-	157 100%	157 100%	157 100%	-	157 100%	157 100%	160 100%	158 100%	156 100%	156 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q670_4. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...?

4. Wrapping paper

Base: All Qualified Respondents Not Assigned To Certain Claims

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1888	-**	-**	156	156	156	-**	157	157	158	-**	161	157	157	159	157	157
Weighted Base	1888	-**	-**	156	156	156	-**	157	157	158	-**	161	157	157	159	157	157
STATEMENT SUGGESTS SOMETHING ABOUT PRODUCT (NET)	1540 82%	- -	- -	131 84%	121 78%	117 75%	-	136 87% ef	126 80%	136 86% f	-	134 83%	123 78%	130 83%	127 80%	126 80%	133 85% f
The statement suggests or implies that all of the	701 37%	-	-	67 43%	69 44% n	54 35%	-	67 43%	54 34%	54 34%	-	57 35%	59 38%	52 33%	54 34%	61 39%	53 34%
The statement suggests or implies that most of the	373 20%	-	-	36 23%	23 15%	29 19%	-	34 22%	29 18%	41 26% emo	-	32 20%	26 17%	34 22%	24 15%	31 20%	34 22%
The statement suggests or implies that some of the	466 25%	-	-	28 18%	29 19%	34 22%	-	35 22%	43 27% d	41 26%	-	45 28% d	38 24%	44 28% de	49 31% de	34 22%	46 29% de
The statement does not suggest or imply anything about how much of the ... were	259 14%	-	-	19 12%	26 17% h	28 18% h	-	13 8%	24 15%	17 11%	-	18 11%	23 15%	24 15%	22 14%	25 16% h	20 13%
Not sure	89 5%	-	-	6 4%	9 6%	11 7% n	-	8 5%	7 4%	5 3%	-	9 6%	11 7% n	3 2%	10 6%	6 4%	4 3%
Sigma	1888 100%	-	-	156 100%	156 100%	156 100%	-	157 100%	157 100%	158 100%	-	161 100%	157 100%	157 100%	159 100%	157 100%	157 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF SUGGESTED

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
There is a solar/wind power facility on the company's premises	3217 85%	405 86%	403 86%	409 87%	399 85%	389 83%	402 85%	399 85%	401 85%	399 84%	398 84%	403 85%	394 83%	402 85%	408 86%	415 88% fm	408 86%
Solar/Wind power is used in making the products	2332 62%	279 59%	306 65% hn	312 66% bfhlmnq	288 61%	276 59%	326 69% belfhiklmnoq	277 59%	288 61%	303 64% n	296 62%	283 60%	281 60%	271 57%	294 62%	304 65% n	280 59%
A group of solar/wind power producers meets in the company's conference room	454 12%	61 13%	58 12%	54 11%	67 14% q	50 11%	62 13% q	53 11%	63 13% q	67 14% q	58 12%	57 12%	51 11%	53 11%	56 12%	55 12%	43 9%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF NOT SUGGESTED

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
A group of solar/wind power producers meets in the company's conference room	2886 76%	373 79%	356 76%	376 80% eij	350 74%	354 76%	365 77%	355 75%	351 75%	354 75%	360 76%	363 77%	363 77%	357 75%	364 77%	357 76%	374 79%
Solar/Wind power is used in making the products	1111 29%	161 34% cdgp	116 25%	128 27%	145 31% cg	150 32% cgp	112 24%	150 32% cgp	145 31% cg	135 29%	139 29% g	141 30% g	142 30% cg	157 33% cdgp	141 30% g	121 26%	139 29% g
There is a solar/wind power facility on the company's premises	335 9%	47 10% p	38 8%	42 9%	42 9%	44 9%	43 9%	43 9%	46 10% p	47 10% p	43 9%	36 8%	47 10% p	44 9%	44 9%	29 6%	35 7%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF MEANS

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
There is a solar/wind power facility on the company's premises	3.5	3.4	3.5	3.5 _b	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5 _b	3.5	3.5	3.5	3.6 _b	3.5 _b
Solar/Wind power is used in making the products	2.8	2.7	2.9 _{befhilmnoq}	2.8	2.7	2.7	2.9 _{befhilmnoq}	2.7	2.7	2.8	2.8	2.7	2.8	2.7	2.7	2.8 _{bn}	2.7
A group of solar/wind power producers meets in the company's conference room	1.5	1.6	1.6	1.5	1.6 _q	1.5	1.6 _q	1.5	1.6	1.5	1.5	1.5	1.5	1.5	1.6	1.6	1.5

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711_1. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

1. Solar/Wind power is used in making the product

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	2332 62%	279 59%	306 65% bfn	312 66% bfhlmnq	288 61%	276 59%	326 69% bafhiklmnoq	277 59%	288 61%	303 64% n	296 62%	283 60%	281 60%	271 57%	294 62%	304 65% n	280 59%
(4) Definitely Suggested	894 24%	105 22%	116 25%	112 24%	115 24%	115 25%	130 28% lq	106 23%	106 23%	111 23%	120 25%	104 22%	107 23%	112 24%	111 23%	115 24%	103 22%
(3) Probably Suggested	1438 38%	174 37%	190 40% n	200 43% fn	173 37%	161 34%	196 42% fn	171 36%	182 39%	192 41% n	176 37%	179 38%	174 37%	159 33%	183 39%	189 40% n	177 37%
NOT SUGGESTED (NET)	1111 29%	161 34% cdgp	116 25%	128 27%	145 31% cg	150 32% cgp	112 24%	150 32% cgp	145 31% cg	135 29%	139 29% g	141 30% g	142 30% cg	157 33% cdgp	141 30% g	121 26%	139 29% g
(2) Probably Not Suggested	511 14%	75 16% gp	66 14%	59 13%	58 12%	68 15%	50 11%	77 16% gp	69 15%	57 12%	63 13%	62 13%	72 15% g	71 15% g	60 13%	54 11%	61 13%
(1) Definitely Not Suggested	600 16%	86 18% cg	50 11%	69 15%	87 18% cg	82 18% c	62 13%	73 15% c	76 16% c	78 16% c	76 16% c	79 17% c	70 15% c	86 18% cg	81 17% c	67 14%	78 16% c
Not sure	334 9%	33 7%	49 10% d	30 6%	38 8%	42 9%	34 7%	44 9%	38 8%	35 7%	39 8%	50 11% bd	49 10% d	47 10% d	40 8%	46 10% d	54 11% bdgj
MEAN	2.8	2.7	2.9 bafhilmnoq	2.8	2.7	2.7	2.9 bafhilmnoq	2.7	2.7	2.8	2.8	2.7	2.8	2.7	2.7	2.8 bn	2.7
STD. DEV	1.02	1.04	0.95	0.99	1.06	1.06	0.98	1.02	1.02	1.02	1.04	1.03	1.01	1.07	1.04	1.00	1.03
STD. ERR	0.02	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711_2. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

2. A group of solar/wind power producers meets in the company's conference room

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	454 12%	61 13%	58 12%	54 11%	67 14% q	50 11%	62 13% q	53 11%	63 13% q	67 14% q	58 12%	57 12%	51 11%	53 11%	56 12%	55 12%	43 9%
(4) Definitely Suggested	116 3%	21 4% fjq	15 3%	14 3%	19 4% jq	9 2%	14 3%	16 3%	18 4% q	9 2%	13 3%	17 4%	11 2%	17 4%	14 3%	17 4%	8 2%
(3) Probably Suggested	338 9%	40 8%	43 9%	40 9%	48 10%	41 9%	48 10%	37 8%	45 10% bdhlmpq	58 12%	45 9%	40 8%	40 8%	36 8%	42 9%	38 8%	35 7%
NOT SUGGESTED (NET)	2886 76%	373 79%	356 76%	376 80% eij	350 74%	354 76%	365 77%	355 75%	351 75%	354 75%	360 76%	363 77%	363 77%	357 75%	364 77%	357 76%	374 79%
(2) Probably Not Suggested	804 21%	111 23% jn	102 22%	104 22%	95 20%	91 19%	112 24% jn	89 19%	98 21%	86 18%	95 20%	96 20%	108 23%	86 18%	118 25% fhjn	109 23% jn	108 23%
(1) Definitely Not Suggested	2082 55%	262 55%	254 54%	272 58%	255 54%	263 56%	253 54%	266 56%	253 54%	268 57%	265 56%	267 56%	255 54%	271 57%	246 52%	248 53%	266 56%
Not sure	437 12%	39 8%	57 12% b	40 9%	54 11%	64 14% bdg	45 10%	63 13% bd	57 12% b	52 11%	56 12%	54 11%	58 12% bd	65 14% bdg	55 12%	59 13% bd	56 12%
MEAN	1.5	1.6	1.6	1.5	1.6 q	1.5	1.6 q	1.5	1.6	1.5	1.5	1.5	1.5	1.5	1.6	1.6	1.5
STD. DEV	0.81	0.85	0.82	0.80	0.86	0.77	0.82	0.82	0.85	0.81	0.81	0.83	0.78	0.82	0.80	0.82	0.73
STD. ERR	0.01	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711_3. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

3. There is a solar/wind power facility on the company's premises

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
SUGGESTED (NET)	3217 85%	405 86%	403 86%	409 87%	399 85%	389 83%	402 85%	399 85%	401 85%	399 84%	398 84%	403 85%	394 83%	402 85%	408 86%	415 88% fm	408 86%
(4) Definitely Suggested	2263 60%	262 55%	273 58%	295 63% b	295 63% b	270 58%	275 58%	275 58%	290 62% b	281 59%	277 58%	291 61%	277 59%	294 62% b	295 62% b	288 61%	288 61%
(3) Probably Suggested	954 25% deiino	143 30%	130 28%	114 24%	104 22%	119 25%	127 27%	124 26%	111 24%	118 25%	121 26%	112 24%	117 25%	108 23%	113 24%	127 27%	120 25%
NOT SUGGESTED (NET)	335 9%	47 10% p	38 8%	42 9%	42 9%	44 9%	43 9%	43 9%	46 10% p	47 10% p	43 9%	36 8%	47 10% p	44 9%	44 9%	29 6%	35 7%
(2) Probably Not Suggested	177 5%	24 5%	22 5%	27 6%	17 4%	27 6%	24 5%	24 5%	20 4%	26 5%	25 5%	17 4%	28 6%	20 4%	18 4%	17 4%	18 4%
(1) Definitely Not Suggested	158 4%	23 5%	16 3%	15 3%	25 5% p	17 4%	19 4%	19 4%	26 6% p	21 4%	18 4%	19 4%	19 4%	24 5% p	26 5% p	12 3%	17 4%
Not sure	225 6%	21 4%	30 6%	19 4%	30 6%	35 7% bd	27 6%	29 6%	24 5%	27 6%	33 7% d	35 7% bd	31 7%	29 6%	23 5%	27 6%	30 6%
MEAN	3.5	3.4	3.5	3.5 b	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5 b	3.5	3.5	3.5	3.6 b	3.5 b
STD. DEV	0.79	0.81	0.75	0.75	0.82	0.78	0.78	0.79	0.83	0.81	0.78	0.77	0.80	0.81	0.82	0.70	0.75
STD. ERR	0.01	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF SUGGESTED

Base: Respondents Assigned To Wind Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
There is a wind power facility on the company's premises	1575 84%	208 86%	205 86%	207 86%	196 84%	188 82%	184 81%	182 82%	211 85%	186 81%	201 83%	208 85%	192 84%	202 83%	178 83%	210 88% gj	192 85%
Wind power is used in making the products	1172 63%	153 63%	160 67%	167 70% efhmnq	137 59%	139 61%	158 70% efhmnq	132 59%	154 62%	142 62%	151 62%	150 61%	137 60%	148 61%	129 60%	152 63%	135 60%
A group of wind power producers meets in the company's conference room	219 12%	33 14%	27 11%	28 12%	34 15%	22 10%	30 13%	21 9%	34 14%	28 12%	31 13%	26 11%	25 11%	25 10%	23 11%	27 11%	24 11%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF NOT SUGGESTED

Base: Respondents Assigned To Wind Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
A group of wind power producers meets in the company's conference room	1427 76%	191 79%	187 79%	191 80%	171 73%	176 77%	166 73%	169 76%	181 73%	176 77%	184 76%	186 76%	178 78%	181 74%	168 78%	178 74%	171 76%
Wind power is used in making the products	531 28%	72 30%	57 24%	57 24%	75 32% dg	68 30% g	48 21%	68 30% g	73 29% g	73 32% dg	71 29% g	67 27%	68 30% g	72 30% g	66 31% g	66 28%	61 27%
There is a wind power facility on the company's premises	185 10%	25 10%	21 9%	22 9%	23 10%	22 10%	26 11% l	26 12% lp	26 10%	29 13% lp	26 11%	15 6%	21 9%	28 11% l	25 12% l	16 7%	19 8%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF MEANS

Base: Respondents Assigned To Wind Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
There is a wind power facility on the company's premises	3.5	3.4	3.5	3.5	3.5	3.5	3.4	3.4	3.4	3.4	3.4	3.6 bghij	3.5	3.5	3.4	3.5	3.5
Wind power is used in making the products	2.8	2.8	2.9	2.9	2.7	2.8 ehijlmnopq	3.0	2.8	2.7	2.7	2.8	2.8	2.8	2.8	2.7	2.8	2.8
A group of wind power producers meets in the company's conference room	1.6	1.6	1.5	1.5	1.6	1.5	1.6	1.5	1.6	1.5	1.6	1.6	1.6	1.5	1.6	1.5	1.5

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711_1. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

1. Wind power is used in making the product

Base: Respondents Assigned to Wind Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
SUGGESTED (NET)	1172 63%	153 63%	160 67%	167 70%	137 59%	139 61%	158 70%	132 59%	154 62%	142 62%	151 62%	150 61%	137 60%	148 61%	129 60%	152 63%	135 60%
(4) Definitely Suggested	474 25%	68 28%	58 24%	58 24%	58 25%	66 29%	74 33%	53 24%	54 22%	53 23%	67 28%	61 25%	56 24%	58 24%	53 25%	61 25%	50 22%
(3) Probably Suggested	698 37%	85 35%	102 43%	109 45%	79 34%	73 32%	84 37%	79 35%	100 40%	89 39%	84 35%	89 36%	81 35%	90 37%	76 35%	91 38%	85 38%
NOT SUGGESTED (NET)	531 28%	72 30%	57 24%	57 24%	75 32%	68 30%	48 21%	68 30%	73 29%	73 32%	71 29%	67 27%	68 30%	72 30%	66 31%	66 28%	61 27%
(2) Probably Not Suggested	255 14%	37 15%	30 13%	29 12%	35 15%	33 14%	23 10%	37 17%	32 13%	34 15%	36 15%	33 14%	37 16%	35 14%	27 13%	28 12%	24 11%
(1) Definitely Not Suggested	276 15%	35 14%	27 11%	28 12%	40 17%	35 15%	25 11%	31 14%	41 17%	39 17%	35 14%	34 14%	31 14%	37 15%	39 18%	38 16%	37 16%
Not sure	172 9%	17 7%	21 9%	16 7%	22 9%	22 10%	21 9%	23 10%	21 8%	15 7%	20 8%	27 11%	24 10%	24 10%	20 9%	22 9%	29 13%
MEAN	2.8	2.8	2.9	2.9	2.7	2.8	3.0	2.8	2.7	2.7	2.8	2.8	2.8	2.8	2.7	2.8	2.8
STD. DEV	1.02	1.03	0.94	0.94	1.06	1.06	0.98	1.01	1.02	1.03	1.03	1.02	1.01	1.02	1.07	1.04	1.04
STD. ERR	0.02	0.07	0.06	0.06	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.07	0.07
Sigma	1875 100%	242 100%	238 100%	240 100%	234 100%	229 100%	227 100%	223 100%	248 100%	230 100%	242 100%	244 100%	229 100%	244 100%	215 100%	240 100%	225 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711_2. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

2. A group of wind power producers meets in the company's conference room

Base: Respondents Assigned to Wind Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
SUGGESTED (NET)	219 12%	33 14%	27 11%	28 12%	34 15%	22 10%	30 13%	21 9%	34 14%	28 12%	31 13%	26 11%	25 11%	25 10%	23 11%	27 11%	24 11%
(4) Definitely Suggested	70 4%	12 5%	7 3%	8 3%	11 5%	8 3%	10 4%	7 3%	11 4%	4 2%	8 3%	13 5%	7 3%	10 4%	8 4%	9 4%	7 3%
(3) Probably Suggested	149 8%	21 9%	20 8%	20 8%	23 10%	14 6%	20 9%	14 6%	23 9%	24 10%	23 10%	13 5%	18 8%	15 6%	15 7%	18 8%	17 8%
NOT SUGGESTED (NET)	1427 76%	191 79%	187 79%	191 80%	171 73%	176 77%	166 73%	169 76%	181 73%	176 77%	184 76%	186 76%	178 78%	181 74%	168 78%	178 74%	171 76%
(2) Probably Not Suggested	402 21%	59 24%	53 22%	52 22%	48 21%	48 21%	45 20%	42 19%	49 20%	45 20%	55 23%	53 22%	57 25%	46 19%	59 27% hij	48 20%	45 20%
(1) Definitely Not Suggested	1025 55%	132 55%	134 56%	139 58%	123 53%	128 56%	121 53%	127 57%	132 53%	131 57%	129 53%	133 55%	121 53%	135 55%	109 51%	130 54%	126 56%
Not sure	229 12%	18 7%	24 10%	21 9%	29 12%	31 14% b	31 14% b	33 15% bd	33 13% b	26 11%	27 11%	32 13% b	26 11%	38 16% bd	24 11%	35 15% bd	30 13% b
MEAN	1.6	1.6	1.5	1.5	1.6	1.5	1.6	1.5	1.6	1.5	1.6	1.6	1.6	1.5	1.6	1.5	1.5
STD. DEV	0.83	0.87	0.80	0.81	0.89	0.80	0.87	0.79	0.87	0.78	0.83	0.86	0.80	0.83	0.81	0.83	0.80
STD. ERR	0.02	0.06	0.05	0.05	0.06	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.06
Sigma	1875 100%	242 100%	238 100%	240 100%	234 100%	229 100%	227 100%	223 100%	248 100%	230 100%	242 100%	244 100%	229 100%	244 100%	215 100%	240 100%	225 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711_3. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement?

3. There is a wind power facility on the company's premises

Base: Respondents Assigned to Wind Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
Weighted Base	1875	242	238	240	234	229	227	223	248	230	242	244	229	244	215	240	225
SUGGESTED (NET)	1575 84%	208 86%	205 86%	207 86%	196 84%	188 82%	184 81%	182 82%	211 85%	186 81%	201 83%	208 85%	192 84%	202 83%	178 83%	210 88% gj	192 85%
(4) Definitely Suggested	1091 58%	134 55%	130 55%	148 62%	145 62%	125 55%	126 56%	124 56%	147 59%	136 59%	139 57%	150 61%	130 57%	147 60%	125 58%	146 61%	130 58%
(3) Probably Suggested	484 26%	74 31% ejh	75 32% ejln	59 25%	51 22%	63 28%	58 26%	58 26%	64 26%	50 22%	62 26%	58 24%	62 27%	55 23%	53 25%	64 27%	62 28%
NOT SUGGESTED (NET)	185 10%	25 10%	21 9%	22 9%	23 10%	22 10%	26 11% i	26 12% lp	26 10%	29 13% lp	26 11%	15 6%	21 9%	28 11% l	25 12% l	16 7%	19 8%
(2) Probably Not Suggested	107 6%	16 7%	14 6%	17 7%	12 5%	16 7%	14 6%	14 6%	11 4%	16 7%	15 6%	9 4%	15 7%	13 5%	13 6%	10 4%	9 4%
(1) Definitely Not Suggested	78 4%	9 4%	7 3%	5 2%	11 5%	6 3%	12 5%	12 5%	15 6% dl	13 6% d	11 5%	6 2%	6 3%	15 6% dlp	12 6%	6 3%	10 4%
Not sure	115 6%	9 4%	12 5%	11 5%	15 6%	19 8% b	17 7%	15 7%	11 4%	15 7%	15 6%	21 9% bi	16 7%	14 6%	12 6%	14 6%	14 6%
MEAN	3.5	3.4	3.5	3.5	3.5	3.5	3.4	3.4	3.4	3.4	3.4	3.6 bg hij	3.5	3.5	3.4	3.5	3.5
STD. DEV	0.80	0.79	0.75	0.73	0.81	0.76	0.85	0.85	0.85	0.87	0.82	0.70	0.75	0.87	0.86	0.71	0.79
STD. ERR	0.02	0.05	0.05	0.05	0.06	0.05	0.06	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.06	0.05	0.05
Sigma	1875 100%	242 100%	238 100%	240 100%	234 100%	229 100%	227 100%	223 100%	248 100%	230 100%	242 100%	244 100%	229 100%	244 100%	215 100%	240 100%	225 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF SUGGESTED

Base: Respondents Assigned To Solar Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
There is a solar power facility on the company's premises	1642 86%	197 85%	198 85%	202 88%	203 86%	201 84%	218 89%	217 88%	190 85%	213 88%	197 85%	195 85%	202 83%	200 87%	230 88%	205 89%	216 87%
Solar power is used in making the products	1160 61%	126 55%	146 63% n	145 63% n	151 64% bn	137 57%	168 69% bfhlmnq	145 58%	134 60%	161 66% bfln	145 63% n	133 58%	144 59%	123 53%	165 63% bn	152 66% bfln	145 58%
A group of solar power producers meets in the company's conference room	235 12%	28 12%	31 13% q	26 11%	33 14% q	28 12%	32 13% q	32 13% q	29 13% q	39 16% q	27 12%	31 13% q	26 11%	28 12%	33 13%	28 12%	19 8%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF NOT SUGGESTED

Base: Respondents Assigned To Solar Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
A group of solar power producers meets in the company's conference room	1459 77%	182 79%	169 73%	185 80% cj	179 76%	178 74%	199 81% cj	186 75%	170 76%	178 73%	176 76%	177 77%	185 76%	176 76%	196 75%	179 77%	203 82% cfj
Solar power is used in making the products	580 30%	89 39% cegjkop	59 25%	71 31%	70 30%	82 34% cgjlp	64 26%	82 33% p	72 32% p	62 26%	68 29%	74 32% p	74 30% cgjop	85 37% cgjop	75 29%	55 24%	78 31%
There is a solar power facility on the company's premises	150 8%	22 10%	17 7%	20 9%	19 8%	22 9%	17 7%	17 7%	20 9%	18 7%	17 7%	21 9%	26 11% p	16 7%	19 7%	13 6%	16 6%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

SUMMARY OF MEANS

Base: Respondents Assigned To Solar Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
There is a solar power facility on the company's premises	3.5	3.4	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.6	3.6	3.6 _b	3.6 _b
Solar power is used in making the products	2.7	2.5	2.9 _{bfnln}	2.7 _b	2.7 _b	2.6	2.8 _{bn}	2.7	2.7 _b	2.8 _b	2.7 _b	2.6	2.7 _b	2.6	2.8 _b	2.9 _{bfnln}	2.7
A group of solar power producers meets in the company's conference room	1.5	1.6	1.6	1.5	1.6	1.5	1.6	1.6	1.6	1.6	1.5	1.5	1.5	1.5	1.6	1.6 _q	1.5

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711_1. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

1. Solar power is used in making the product

Base: Respondents Assigned to Solar Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
SUGGESTED (NET)	1160 61%	126 55%	146 63% n	145 63% n	151 64% bn	137 57%	168 69% bfhlmnq	145 58%	134 60%	161 66% bfln	145 63% n	133 58%	144 59%	123 53%	165 63% bn	152 66% bfn	145 58%
(4) Definitely Suggested	420 22%	37 16%	58 25% b	54 23% b	57 24% b	49 21%	56 23%	53 21%	52 23% b	58 24% b	53 23%	43 19%	51 21%	54 23% b	58 22%	54 23% b	53 21%
(3) Probably Suggested	740 39%	89 39% n	88 38%	91 40% n	94 40% n	88 37%	112 46% fnq	92 37%	82 37%	103 42% n	92 40% n	90 39% n	93 38%	69 30%	107 41% n	98 42% n	92 37%
NOT SUGGESTED (NET)	580 30%	89 39% cegjkop	59 25%	71 31%	70 30%	82 34% cgjlp	64 26%	82 33% p	72 32% p	62 26%	68 29%	74 32% p	74 30%	85 37% cgjlop	75 29%	55 24%	78 31%
(2) Probably Not Suggested	256 13%	38 16% ej	36 15% j	30 13%	23 10%	35 15%	27 11%	40 16% ej	37 17% ej	23 9%	27 12%	29 13%	35 14%	36 16% ej	33 13%	26 11%	37 15%
(1) Definitely Not Suggested	324 17%	51 22% cgp	23 10%	41 18% c	47 20% cp	47 20% cp	37 15%	42 17% c	35 16% c	39 16% c	41 18% c	45 20% cp	39 16% c	49 21% cp	42 16% c	29 13%	41 17% c
Not sure	162 9%	16 7%	28 12% dg	14 6%	16 7%	20 8%	13 5%	21 8%	17 8%	20 8%	19 8%	23 10% g	25 10% g	23 10% g	20 8%	24 10% g	25 10% g
MEAN	2.7	2.5	2.9 bfhln	2.7 b	2.7 b	2.6	2.8 bn	2.7	2.7 b	2.8 b	2.7 b	2.6	2.7 b	2.6	2.8 b	2.9 bfln	2.7
STD. DEV	1.03	1.04	0.95	1.04	1.07	1.06	0.98	1.03	1.02	1.01	1.04	1.04	1.02	1.11	1.01	0.96	1.03
STD. ERR	0.02	0.07	0.07	0.07	0.07	0.07	0.06	0.07	0.07	0.07	0.07	0.07	0.07	0.08	0.07	0.07	0.07
Sigma	1902 100%	231 100%	233 100%	230 100%	237 100%	239 100%	245 100%	248 100%	223 100%	243 100%	232 100%	230 100%	243 100%	231 100%	260 100%	231 100%	248 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711_2. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

2. A group of solar power producers meets in the company's conference room

Base: Respondents Assigned to Solar Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
SUGGESTED (NET)	235 12%	28 12%	31 13% q	26 11%	33 14% q	28 12%	32 13% q	32 13% q	29 13% q	39 16% q	27 12%	31 13% q	26 11%	28 12%	33 13%	28 12%	19 8%
(4) Definitely Suggested	46 2%	9 4% fq	8 3% fq	6 3% q	8 3% fq	1	4 2%	9 4% fq	7 3% fq	5 2%	5 2%	4 2%	4 2%	7 3% fq	6 2%	8 3% fq	1
(3) Probably Suggested	189 10%	19 8%	23 10%	20 9%	25 11%	27 11%	28 11%	23 9%	22 10%	34 14% bq	22 9%	27 12%	22 9%	21 9%	27 10%	20 9%	18 7%
NOT SUGGESTED (NET)	1459 77%	182 79%	169 73%	185 80% cj	179 76%	178 74%	199 81% cj	186 75%	170 76%	178 73%	176 76%	177 77%	185 76%	176 76%	196 75%	179 77%	203 82% cfj
(2) Probably Not Suggested	402 21%	52 23%	49 21%	52 23%	47 20%	43 18%	67 27% efhijkln	47 19%	49 22%	41 17%	40 17%	43 19%	51 21%	40 17%	59 23%	61 26% fhjklm	63 25% fjkn
(1) Definitely Not Suggested	1057 56%	130 56%	120 52%	133 58%	132 56%	135 56%	132 54%	139 56%	121 54%	137 56%	136 59%	134 58%	134 55%	136 59%	137 53%	118 51%	140 56%
Not sure	208 11%	21 9%	33 14% dg	19 8%	25 11% g	33 14% g	14 6%	30 12% g	24 11% g	26 11% g	29 13% g	22 10% g	32 13% g	27 12% g	31 12% g	24 10%	26 10%
MEAN	1.5	1.6	1.6	1.5	1.6	1.5	1.6	1.6	1.6	1.6	1.5	1.5	1.5	1.5	1.6	1.6 q	1.5
STD. DEV	0.80	0.83	0.85	0.78	0.84	0.74	0.77	0.84	0.82	0.84	0.79	0.79	0.76	0.82	0.80	0.82	0.66
STD. ERR	0.02	0.06	0.06	0.05	0.06	0.05	0.05	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.05	0.06	0.04
Sigma	1902 100%	231 100%	233 100%	230 100%	237 100%	239 100%	245 100%	248 100%	223 100%	243 100%	232 100%	230 100%	243 100%	231 100%	260 100%	231 100%	248 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q711_3. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement?

3. There is a solar power facility on the company's premises

Base: Respondents Assigned to Solar Power

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
Weighted Base	1902	231	233	230	237	239	245	248	223	243	232	230	243	231	260	231	248
SUGGESTED (NET)	1642 86%	197 85%	198 85%	202 88%	203 86%	201 84%	218 89%	217 88%	190 85%	213 88%	197 85%	195 85%	202 83%	200 87%	230 88%	205 89%	216 87%
(4) Definitely Suggested	1172 62%	128 55%	143 61%	147 64%	150 63%	145 61%	149 61%	151 61%	143 64% b	145 60%	138 59%	141 61%	147 60%	147 64%	170 65% b	142 61%	158 64%
(3) Probably Suggested	470 25%	69 30%	55 24%	55 24%	53 22%	56 23%	69 28%	66 27%	47 21%	68 28%	59 25%	54 23%	55 23%	53 23%	60 23%	63 27%	58 23%
NOT SUGGESTED (NET)	150 8%	22 10%	17 7%	20 9%	19 8%	22 9%	17 7%	17 7%	20 9%	18 7%	17 7%	21 9%	26 11% p	16 7%	19 7%	13 6%	16 6%
(2) Probably Not Suggested	70 4%	8 3%	8 3%	10 4%	5 2%	11 5%	10 4%	10 4%	9 4%	10 4%	10 4%	8 3%	13 5% o	7 3%	5 2%	7 3%	9 4%
(1) Definitely Not Suggested	80 4%	14 6%	9 4%	10 4%	14 6%	11 5%	7 3%	7 3%	11 5%	8 3%	7 3%	13 6%	13 5%	9 4%	14 5%	6 3%	7 3%
Not sure	110 6%	12 5%	18 8% d	8 3%	15 6%	16 7%	10 4%	14 6%	13 6%	12 5%	18 8% d	14 6%	15 6%	15 6%	11 4%	13 6%	16 6%
MEAN	3.5	3.4	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.6	3.6 b	3.6 b	3.6 b
STD. DEV	0.77	0.84	0.76	0.78	0.82	0.80	0.72	0.72	0.81	0.74	0.74	0.83	0.84	0.75	0.79	0.69	0.71
STD. ERR	0.02	0.06	0.05	0.05	0.06	0.05	0.05	0.05	0.06	0.05	0.05	0.06	0.06	0.05	0.05	0.05	0.05
Sigma	1902 100%	231 100%	233 100%	230 100%	237 100%	239 100%	245 100%	248 100%	223 100%	243 100%	232 100%	230 100%	243 100%	231 100%	260 100%	231 100%	248 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q715. Carbon Offsets vs. Carbon Neutral Section Assignment

Base: All Qualified Respondents

	Total	New and Im- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Carbon Neutral	1898 50%	248 52%	233 49%	234 50%	245 52%	241 51%	230 49%	223 47%	238 51%	251 53%	227 48%	245 52%	241 51%	235 49%	236 50%	235 50%	234 49%
Carbon Offsets	1879 50%	225 48%	238 51%	236 50%	226 48%	227 49%	242 51%	248 53%	233 49%	222 47%	247 52%	229 48%	231 49%	240 51%	239 50%	236 50%	239 51%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q800. As far as you know, what is a carbon offset? How does one work?

Base: Respondents Assigned To Carbon Offsets Section

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Weighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Financial way for a company to offset carbon emissions/greenhouse gases	189 10%	24 11%	23 10%	24 10%	20 9%	27 12% q	29 12% q	22 9%	26 11% q	24 11%	21 9%	22 10%	17 7%	31 13% mq	27 11% q	27 11% q	14 6%
Behavior to compensate for carbon produced	157 8%	20 9%	21 9%	21 9%	15 7%	21 9%	15 6%	22 9%	24 10% m	13 6%	16 6%	25 11% jm	12 5%	25 10% m	18 8%	22 9%	24 10% m
Planting trees to offset carbon output	104 6%	17 8%	12 5%	15 6%	11 5%	18 8%	10 4%	11 4%	12 5%	11 5%	16 6%	14 6%	11 5%	14 6%	15 6%	10 4%	11 5%
Reduces greenhouse gases/carbon emissions	104 6%	13 6%	20 8% fil	17 7% il	11 5%	8 4%	13 5%	11 4%	7 3%	12 5%	11 4%	7 3%	12 5%	23 10% efhikl	14 6%	12 5%	17 7% il
Payment to use carbon	73 4%	12 5% k	11 5%	10 4%	10 4%	7 3%	7 3%	7 3%	9 4%	9 4%	4 2%	8 3%	10 4%	11 5%	14 6% k	6 3%	11 5% k
Something that balances the negative effects of carbon in the atmosphere	67 4%	9 4%	7 3%	8 3%	9 4%	10 4%	5 2%	5 2%	9 4%	12 5% m	11 4%	13 6% ghm	4 2%	6 3%	7 3%	9 4%	10 4%
Measurement of carbon used/produced/emitted	60 3%	11 5% lm	7 3%	8 3%	8 4%	8 4%	6 2%	11 4% lm	12 5% lm	5 2%	9 4%	3 1%	3 1%	10 4%	6 3%	5 2%	8 3%
Reduces carbon footprint	59 3%	6 3%	9 4%	3 1%	9 4%	5 2%	8 3%	15 6% dfilnp	4 2%	7 3%	9 4%	5 2%	11 5% d	5 2%	7 3%	5 2%	10 4% d
Reduces negative impact on the environment	57 3%	3 1%	13 5% bf	7 3%	5 2%	4 2%	8 3%	8 3%	6 3%	6 3%	12 5% b	6 3%	5 2%	11 5% b	6 3%	8 3%	6 3%
Investing/Using alternative energy	57 3%	4 2%	7 3%	5 2%	8 4%	5 2%	5 2%	12 5% q	5 2%	4 2%	8 3%	9 4%	10 4% q	12 5% q	5 2%	12 5% q	3 1%
Way to comply with caps on carbon emissions/usage	49 3%	1 *	10 4% b	7 3% b	5 2%	10 4% b	4 2%	6 2%	7 3% b	3 1%	8 3% b	6 3%	4 2%	9 4% b	9 4% b	4 2%	5 2%
Compensating for pollution	47 3%	6 3%	4 2%	8 3%	8 4%	6 3%	5 2%	5 2%	7 3%	6 3%	6 2%	5 2%	5 2%	4 2%	6 3%	4 2%	9 4%
Scam/Fraud/Trick	40 2%	6 3%	3 1%	5 2%	5 2%	4 2%	3 1%	3 1%	3 1%	5 2%	5 2%	4 2%	2 1%	8 3%	7 3%	8 3%	9 4% m
Encourages/Creates environmentally friendly process	29 2%	3 1%	3 1%	8 3% jm	4 2%	3 1%	3 1%	5 2%	5 2%	2 1%	3 1%	3 1%	2 1%	4 2%	4 2%	3 1%	3 1%
Just another way to tax the public	27 1%	2 1%	4 2% i	3 1%	2 1%	4 2% i	1 *	6 2% i	- -	5 2% i	4 2%	6 3% gi	1 *	4 2% i	1 *	6 3% gi	5 2% i
Tradeable commodity/instrument	26 1%	3 1%	1 *	5 2%	2 1%	6 3% ck	2 1%	4 2%	3 1%	4 2%	1 *	4 2%	4 2%	4 2%	2 1%	4 2%	3 1%
Gimmick/scam by Al Gore to make money	26 1%	- -	2 1%	6 3% bi	1 *	4 2% b	2 1%	4 2%	1 *	2 1%	3 1%	4 2% b	2 1%	6 3% b	4 2%	6 3% b	5 2% b

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q800. As far as you know, what is a carbon offset? How does one work?

Base: Respondents Assigned To Carbon Offsets Section

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Lip service to/Substitution for caring about environment	16 1%	2 1%	3 1%	3 1%	4 2% ikl	1 *	2 1%	3 1%	- -	3 1%	- -	- -	1 *	5 2% ikl	2 1%	2 1%	1 *
Similar to/Same as/Related to carbon footprint	13 1%	1 *	2 1%	1 *	2 1%	3 1%	- -	1 *	3 1%	3 1%	2 1%	1 *	4 2% go	1 *	- -	1 *	1 *
Based on bad/junk science	10 1%	- -	- -	2 1%	- -	1 *	1 *	3 1%	- -	1 *	4 2% cq	2 1%	1 *	2 1%	1 *	2 1%	- -
Minimizes the impact on the environment	10 1%	1 *	2 1%	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	2 1%	- -	4 2% nq	2 1%	- -
Carbon offset is measured in metric tons of carbon dioxide equivalent	9 *	1 *	- -	2 1%	2 1%	2 1%	2 1%	3 1%	- -	- -	- -	1 *	- -	3 1%	- -	1 *	1 *
Government ruse	8 *	1 *	1 *	2 1%	1 *	- -	- -	- -	1 *	2 1%	1 *	1 *	1 *	1 *	3 1%	- -	1 *
Other	124 7%	15 7%	12 5%	15 6%	15 7%	15 7%	10 4%	18 7% m	21 9% gm	12 5%	22 9% gm	17 7% m	7 3%	13 5%	17 7% m	24 10% cgjmn	15 6%
None	68 4%	7 3% bdehijknpq	17 7%	6 3%	5 2%	9 4%	11 5%	8 3%	10 4%	5 2%	7 3%	11 5%	11 5%	8 3%	8 3%	6 3%	7 3%
Don't Know	923 49%	105 47%	112 47%	112 47%	115 51%	104 46%	139 57% bcdfilnop	123 50%	110 47%	116 52% n	124 50%	109 48%	130 56% bcdfnop	102 43%	112 47%	110 47%	123 51%
Decline to answer	21 1%	3 1%	1 *	3 1%	1 *	4 2% q	4 2% q	3 1%	1 *	2 1%	1 *	2 1%	7 3% ceiknq	1 *	5 2% q	4 2% q	- -
Sigma	2373 126%	276 123%	307 129%	307 130%	279 123%	290 128%	296 122%	320 129%	287 123%	275 124%	309 125%	289 126%	279 121%	323 135%	304 127%	303 128%	302 126%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q805. Thinking a bit more about carbon offsets, which of the following best describes what a 'carbon offset' is?

Base: Respondents Assigned To Carbon Offsets Section

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Weighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
INCORRECT (NET)	1109 59%	132 59%	137 58%	142 60%	138 61%	139 61%	141 58%	147 59%	128 55%	131 59%	151 61%	129 56%	147 64%	138 58%	143 60%	134 57%	141 59%
WRONG (NET)	442 24%	56 25%	55 23%	65 28% gij	57 25%	52 23%	44 18%	62 25%	42 18%	45 20%	65 26% gi	57 25%	48 21%	61 25% gi	60 25%	59 25%	56 23%
A way of eliminating all pollution that results from using a product or service	130 7%	18 8% i	22 9% iq	19 8% i	19 8% i	15 7% i	13 5%	15 6% i	5 2%	19 9% i	27 11% ghilnq	13 6% i	15 6% i	13 5%	16 7% i	20 8% i	11 5%
A method for replacing scarce carbon resources	77 4%	12 5%	10 4%	10 4%	11 5%	7 3%	10 4%	10 4%	7 3%	6 3%	7 3%	12 5%	9 4%	13 5%	8 3%	12 5%	10 4%
A way of reducing chemical pollutants in water	23 1%	3 1%	2 1%	2 1%	1	3 1%	4 2%	6 2%	1	3 1%	4 2%	3 1%	2 1%	5 2%	1	1	5 2%
A way of making carbonated soft drinks	8	2 1%	2 1%	1	1	1	-	1	3 1%	1	1	1	-	-	2 1%	-	-
A laundry additive for removing pencil and ink stains from clothing	7	-	2 1%	1	1	1	-	2 1%	2 1%	-	2 1%	-	-	-	2 1%	1	-
None of the above	197 10%	21 9%	17 7%	32 14% cgj	24 11%	25 11%	17 7%	28 11%	24 10%	16 7%	24 10%	28 12% g	22 10%	30 13% cg	31 13% cgj	25 11%	30 13% cg
Not sure	667 35%	76 34%	82 34%	77 33%	81 36%	87 38%	97 40% ln	85 34%	86 37%	86 39%	86 35%	72 31% bdhlnp	99 43%	77 32%	83 35%	75 32%	85 36%
A way of reducing carbon dioxide and other greenhouse gases	770 41%	93 41%	101 42%	94 40%	88 39%	88 39%	101 42%	101 41%	105 45%	91 41%	96 39%	100 44%	84 36%	102 43%	96 40%	102 43%	98 41%
Sigma	1879 100%	225 100%	238 100%	236 100%	226 100%	227 100%	242 100%	248 100%	233 100%	222 100%	247 100%	229 100%	231 100%	240 100%	239 100%	236 100%	239 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q810. Have you ever purchased a carbon offset?

Base: Respondents Assigned To Carbon Offsets Section

	Total	New and Im- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Weighted Base	1879	225	238	236	226	227	242	248	233	222	247	229	231	240	239	236	239
Yes	33 2%	7 3% gn	3 1%	4 2%	2 1%	5 2%	1 *	8 3% gn	3 1%	3 1%	4 2%	2 1%	2 1%	1 *	6 3%	4 2% cegijklmn	11 5%
No	1176 63%	138 61%	153 64%	142 60%	138 61%	150 66% gi	139 57%	169 68% gij	133 57%	131 59%	159 64%	146 64%	142 61%	152 63%	156 65%	159 67% gi	145 61%
Not sure	670 36%	80 36%	82 34%	90 38% h	86 38% h	72 32%	102 42% fhop	71 29%	97 42% fhop	88 40% hp	84 34%	81 35%	87 38% h	87 36%	77 32%	73 31%	83 35%
Sigma	1879 100%	225 100%	238 100%	236 100%	226 100%	227 100%	242 100%	248 100%	233 100%	222 100%	247 100%	229 100%	231 100%	240 100%	239 100%	236 100%	239 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q820. Have you ever noticed advertisements for carbon offsets?

Base: Respondents Who Have Never Purchased A Carbon Offset Or Don't Know

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1846	218	235	232	224	222	241	240	230	219	243	227	229	239	233	232	228
Weighted Base	1846	218	235	232	224	222	241	240	230	219	243	227	229	239	233	232	228
Yes	195 11%	25 11%	26 11%	25 11%	17 8%	23 10%	19 8%	34 14% egmo	23 10%	24 11%	32 13% eo	21 9%	20 9%	35 15% egmoq	18 8%	28 12%	20 9%
No	1384 75%	157 72%	167 71%	172 74%	170 76%	171 77%	189 78%	172 72%	170 74%	167 76%	175 72%	172 76%	166 72%	177 74%	183 79%	176 76% bchkm	184 81%
Not sure	267 14%	36 17%	42 18% nq	35 15%	37 17%	28 13%	33 14%	34 14%	37 16%	28 13%	36 15%	34 15%	43 19% npq	27 11%	32 14%	28 12%	24 11%
Sigma	1846 100%	218 100%	235 100%	232 100%	224 100%	222 100%	241 100%	240 100%	230 100%	219 100%	243 100%	227 100%	229 100%	239 100%	233 100%	232 100%	228 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q825. What were you "offsetting" when you purchased the offset?

Base: Respondents Who Have Ever Purchased A Carbon Offset

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	33*	7**	3**	4**	2**	5**	1**	8**	3**	3**	4**	2**	2**	1**	6**	4**	11**
Weighted Base	33*	7**	3**	4**	2**	5**	1**	8**	3**	3**	4**	2**	2**	1**	6**	4**	11**
PRODUCT TO OFFSET																	
Airline Travel	25 76%	4 57%	2 67%	3 75%	1 50%	4 80%	-	6 75%	1 33%	3 100%	4 100%	1 50%	2 100%	1 100%	6 100%	3 75%	9 82%
Automobile Travel	7 21%	1 14%	1 33%	-	1 50%	1 20%	-	1 13%	1 33%	1 33%	1 25%	-	-	1 100%	2 33%	-	3 27%
Lightbulbs	5 15%	-	1 33%	1 25%	-	-	-	2 25%	-	-	1 25%	-	-	-	2 33%	-	3 27%
Home heating	5 15%	1 14%	-	2 50%	-	2 40%	-	2 25%	-	1 33%	-	-	1 50%	-	-	1 25%	-
Energy efficient appliances	3 9%	-	1 33%	-	-	-	-	-	-	-	1 25%	1 50%	-	-	1 17%	1 25%	1 9%
Carbon output/emissions	3 9%	-	-	1 25%	-	-	-	-	-	-	1 25%	-	1 50%	-	1 17%	-	2 18%
Planting trees	2 6%	-	1 33%	-	-	-	-	1 13%	-	-	-	-	-	-	1 17%	1 25%	-
Other product	2 6%	1 14%	-	-	-	-	-	-	-	-	1 25%	-	-	-	1 17%	-	1 9%
REASON FOR OFFSET																	
Reduction in carbon emissions/footprint	17 52%	4 57%	1 33%	2 50%	-	4 80%	-	5 63%	1 33%	1 33%	2 50%	1 50%	2 100%	1 100%	4 67%	2 50%	4 36%
Use less energy consumption	8 24%	1 14%	1 33%	1 25%	-	1 20%	-	2 25%	1 33%	1 33%	1 25%	1 50%	1 50%	1 100%	2 33%	1 25%	1 9%
Reduction in electric usage	4 12%	-	-	1 25%	-	1 20%	-	1 13%	-	-	1 25%	-	1 50%	-	1 17%	-	2 18%
Do not have a new/hybrid vehicle	1 3%	1 14%	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-
Other reason	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	1 9%
None	3 9%	2 29%	-	-	-	1 20%	-	2 25%	-	-	-	-	-	-	-	1 25%	-
Other	3 9%	-	1 33%	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-
None	2 6%	-	-	1 25%	1 50%	-	-	-	1 33%	-	-	1 50%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825. What were you "offsetting" when you purchased the offset?

Base: Respondents Who Have Ever Purchased A Carbon Offset

	Total	New and Imp- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	33*	7**	3**	4**	2**	5**	1**	8**	3**	3**	4**	2**	2**	1**	6**	4**	11**
Don't know	2 6%	1 14%	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	1 25%	1 9%
Sigma	51 155%	9 129%	6 200%	7 175%	2 100%	8 160%	1 100%	11 138%	4 133%	4 133%	7 175%	3 150%	5 250%	2 200%	12 200%	6 150%	15 136%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q831. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight.

SUMMARY OF AGREE

Base: Respondents Who Know That A Carbon Offset Is A Way Of Reducing Carbon Dioxide And Other Greenhouse Gases

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
Weighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
The equipment to capture the methane is already installed and is operating. The methane represented by the offsets will be captured and destroyed in the next few months.	407	50	55	54	38	45	54	44	53	53	42	56	46	55	52	59	58
	53%	54%	54%	57%	43%	51%	53%	44%	50%	58% ehk	44%	56%	55%	54%	54%	58% ehk	59% ehk
While the capture project has been designed, the equipment to capture the methane is not presently installed. The mining company is using the money raised from the sale of offsets to pay the cost of purchasing and installing the necessary equipment. It will be several years before the methane represented by the offsets will be captured and destroyed, because it will take that long to raise the necessary funds and install the equipment.	215	24	26	22	26	20	31	25	31	22	25	32	29	32	31	28	26
	28%	26%	26%	23%	30%	23%	31%	25%	30%	24%	26%	32%	35%	31%	32%	27%	27%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q831. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight.

SUMMARY OF DISAGREE

Base: Respondents Who Know That A Carbon Offset Is A Way Of Reducing Carbon Dioxide And Other Greenhouse Gases

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
Weighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
While the capture project has been designed, the equipment to capture the methane is not presently installed. The mining company is using the money raised from the sale of offsets to pay the cost of purchasing and installing the necessary equipment. It will be several years before the methane represented by the offsets will be captured and destroyed, because it will take that long to raise the necessary funds and install the equipment.	334 43%	39 42%	48 48%	41 44%	32 36%	44 50% hn	38 38%	37 37%	48 46%	43 47%	43 45%	44 44%	34 40%	36 35%	48 50% n	48 47%	45 46%
The equipment to capture the methane is already installed and is operating. The methane represented by the offsets will be captured and destroyed in the next few months.	152 20%	19 20%	19 19%	19 20%	23 26% j	16 18%	17 17%	20 20%	23 22%	13 14%	27 28% jpq	17 17%	14 17%	23 23%	22 23%	17 17%	15 15%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q831. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight.

SUMMARY OF MEANS

Base: Respondents Who Know That A Carbon Offset Is A Way Of Reducing Carbon Dioxide And Other Greenhouse Gases

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
Weighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
The equipment to capture the methane is already installed and is operating. The methane represented by the offsets will be captured and destroyed in the next few months.	3.6	3.5	3.7 k	3.6	3.3	3.6	3.7 k	3.4	3.5	3.8 ehk	3.2	3.7 ek	3.6	3.5	3.5	3.8 ehk	3.7 ek
While the capture project has been designed, the equipment to capture the methane is not presently installed. The mining company is using the money raised from the sale of offsets to pay the cost of purchasing and installing the necessary equipment. It will be several years before the methane represented by the offsets will be captured and destroyed, because it will take that long to raise the necessary funds and install the equipment.	2.6	2.6	2.5	2.5	2.7	2.5	2.8	2.7	2.6	2.4	2.5	2.7	2.9 j	2.8	2.7	2.6	2.6

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q831_1. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight.

1. The equipment to capture the methane is already installed and is operating. The methane represented by the offsets will be captured and destroyed in the next few months.

Base: Respondents Who Know That A Carbon Offset Is A Way Of Reducing Carbon Dioxide And Other Greenhouse Gases

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
Weighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
AGREE (NET)	407 53%	50 54%	55 54%	54 57%	38 43%	45 51%	54 53%	44 44%	53 50%	53 58% ehk	42 44%	56 56%	46 55%	55 54%	52 54%	59 58% ehk	58 59% ehk
(5) Strongly Agree	201 26%	20 22%	29 29%	25 27%	20 23%	21 24%	27 27%	24 24%	25 24%	29 32% k	18 19%	31 31% k	22 26%	28 27%	22 23%	32 31% k	29 30%
(4) Somewhat Agree	206 27%	30 32% h	26 26%	29 31%	18 20%	24 27%	27 27%	20 20%	28 27%	24 26%	24 25%	25 25%	24 29%	27 26%	30 31%	27 26%	29 30%
(3) Neither Agree Nor disagree	127 16%	16 17%	15 15%	13 14%	16 18%	15 17%	16 16%	24 24%	19 18%	12 13%	17 18%	15 15%	13 15%	16 16%	16 17%	15 15%	16 16%
DISAGREE (NET)	152 20%	19 20%	19 19%	19 20%	23 26% j	16 18%	17 17%	20 20%	23 22%	13 14%	27 28% jpq	17 17%	14 17%	23 23%	22 23%	17 17%	15 15%
(2) Somewhat Disagree	79 10%	11 12%	13 13%	8 9%	9 10%	9 10%	11 11%	8 8%	12 11%	9 10%	15 16% l	6 6%	6 7%	7 7%	13 14%	13 13%	8 8%
(1) Strongly Disagree	73 9%	8 9%	6 6%	11 12% p	14 16% cgjp	7 8%	6 6%	12 12% p	11 10%	4 4%	12 13% jp	11 11% p	8 10%	16 16% cgjp	9 9%	4 4%	7 7%
Not sure	84 11%	8 9%	12 12%	8 9%	11 13%	12 14%	14 14%	13 13%	10 10%	13 14%	10 10%	12 12%	11 13%	8 8%	6 6%	11 11%	9 9%
MEAN	3.6	3.5	3.7 k	3.6	3.3	3.6	3.7 k	3.4	3.5	3.8 ehk	3.2	3.7 ek	3.6	3.5	3.5	3.8 ehk	3.7 ek
STD. DEV	1.31	1.25	1.26	1.34	1.44	1.27	1.24	1.34	1.32	1.20	1.35	1.35	1.30	1.43	1.28	1.20	1.23
STD. ERR	0.05	0.14	0.13	0.14	0.16	0.15	0.13	0.14	0.14	0.14	0.15	0.14	0.15	0.15	0.14	0.13	0.13
Sigma	770 100%	93 100%	101 100%	94 100%	88 100%	88 100%	101 100%	101 100%	105 100%	91 100%	96 100%	100 100%	84 100%	102 100%	96 100%	102 100%	98 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q831_2. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight.

2. While the capture project has been designed, the equipment to capture the methane is not presently installed. The mining company is using the money raised from the sale of offsets to pay the cost of purchasing and installing the necessary equipment. It will be several years before the methane represented by the offsets will be captured and destroyed, because it will take that long to raise the necessary funds and install the equipment.

Base: Respondents Who Know That A Carbon Offset Is A Way Of Reducing Carbon Dioxide And Other Greenhouse Gases

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
Weighted Base	770	93*	101	94*	88*	88*	101	101	105	91*	96*	100	84*	102	96*	102	98*
AGREE (NET)	215 28%	24 26%	26 26%	22 23%	26 30%	20 23%	31 31%	25 25%	31 30%	22 24%	25 26%	32 32%	29 35%	32 31%	31 32%	28 27%	26 27%
(5) Strongly Agree	59 8%	4 4%	5 5%	6 6%	9 10%	8 9%	10 10%	7 7%	5 5%	5 5%	6 6%	13 13% bcip	12 14% bcip	7 7%	11 11% p	4 4%	6 6%
(4) Somewhat Agree	156 20%	20 22%	21 21%	16 17%	17 19%	12 14%	21 21%	18 18%	26 25% f	17 19%	19 20%	19 19%	17 20%	25 25%	20 21%	24 24%	20 20%
(3) Neither Agree Nor disagree	127 16%	18 19%	16 16%	19 20%	19 22% p	14 16%	16 16%	22 22% mp	16 15%	15 16%	14 15%	14 14%	9 11%	22 22% p	12 13%	11 11%	17 17%
DISAGREE (NET)	334 43%	39 42%	48 48%	41 44%	32 36%	44 50% hn	38 38%	37 37%	48 46%	43 47%	43 45%	44 44%	34 40%	36 35%	48 50% n	48 47%	45 46%
(2) Somewhat Disagree	144 19%	18 19%	22 22% e	15 16%	9 10%	20 23% e	18 18%	17 17%	20 19%	12 13%	16 17%	15 15%	17 20%	13 13%	26 27% ejln	25 25% ejn	25 26% ejn
(1) Strongly Disagree	190 25%	21 23%	26 26%	26 28%	23 26%	24 27%	20 20%	20 20%	28 27% ghmq	31 34% ghmq	27 28%	29 29%	17 20%	23 23%	22 23%	23 23%	20 20%
Not sure	94 12%	12 13%	11 11%	12 13%	11 13%	10 11%	16 16% o	17 17% o	10 10%	11 12%	14 15% o	10 10%	12 14% o	12 12%	5 5%	15 15% o	10 10%
MEAN	2.6	2.6	2.5	2.5	2.7	2.5	2.8	2.7	2.6	2.4	2.5	2.7	2.9 j	2.8	2.7	2.6	2.6
STD. DEV	1.34	1.25	1.28	1.32	1.40	1.35	1.36	1.28	1.31	1.36	1.35	1.47	1.45	1.31	1.37	1.27	1.25
STD. ERR	0.05	0.14	0.14	0.15	0.16	0.15	0.15	0.14	0.13	0.15	0.15	0.16	0.17	0.14	0.14	0.14	0.13
Sigma	770 100%	93 100%	101 100%	94 100%	88 100%	88 100%	101 100%	101 100%	105 100%	91 100%	96 100%	100 100%	84 100%	102 100%	96 100%	102 100%	98 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q850. As far as you know, what does it mean to say that a product or service is "carbon neutral"?

Base: Respondents Assigned To Carbon Neutral Section

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Weighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Does not emit carbon/greenhouse gases into the atmosphere/ozone layer	574 30%	78 31% n	71 30% n	70 30% n	75 31% n	88 37% ijnq	75 33% n	77 35% n	65 27%	66 26%	70 31% n	74 30% n	75 31% n	50 21%	75 32% n	74 31% n	65 28%
Safe/Not harmful/No positive or negative impact on the environment	537 28%	68 27%	68 29%	68 29%	56 23%	74 31%	67 29%	71 32% e	70 29%	67 27%	58 26%	64 26%	67 28%	77 33% e	67 28%	74 31% e	58 25%
Carbon free/No Carbon added	366 19%	53 21% jq	45 19%	42 18%	51 21% j	55 23% jq	46 20%	53 24% ijnq	45 19%	36 14%	47 21%	41 17%	52 22% jq	38 16%	46 19%	48 20%	34 15%
Does not leave a carbon footprint	185 10%	22 9%	15 6%	29 12% c	18 7%	22 9%	27 12% c	18 8%	25 11%	22 9%	17 7%	30 12% ce	24 10%	28 12% c	19 8%	25 11%	29 12% c
Carbon emissions are offset (i.e., planting trees, etc.)	111 6%	16 6%	14 6%	18 8% q	14 6%	14 6%	13 6%	11 5%	14 6%	24 10% klpq	9 4%	11 4%	19 8% q	11 5%	15 6%	12 5%	7 3%
I don't understand/am not familiar with the term	38 2%	2 1%	3 1%	7 3% p	5 2% p	3 1%	7 3% p	4 2% p	5 2% p	5 2% p	4 2% p	5 2% p	3 1% bcfhmop	12 5%	4 2% p	-	7 3% p
Less/non-pollutant	35 2%	4 2%	5 2%	5 2%	6 2%	2 1%	4 2%	3 1%	4 2%	7 3%	4 2%	5 2%	4 2%	4 2%	4 2%	4 2%	5 2%
Carbon has a neutral part in production	33 2%	3 1%	4 2%	5 2%	5 2%	7 3% o	3 1%	6 3% o	4 2%	3 1%	2 1%	4 2%	6 2%	4 2%	1	5 2%	4 2%
Fossil fuel (petroleum products) not used to produce the product	27 1%	2 1%	6 3%	4 2%	3 1%	4 2%	2 1%	3 1%	5 2%	4 2%	1	5 2%	2 1%	4 2%	2 1%	4 2%	3 1%
Scam/Gimmick/Money-making ploy by Al Gore	26 1%	6 2%	2 1%	2 1%	3 1%	1	3 1%	4 2%	2 1%	4 2%	4 2%	4 2%	3 1%	6 3%	3 1%	3 1%	2 1%
A meaningless statement/doesn't make sense	25 1%	7 3% fop	3 1%	2 1%	2 1%	1	2 1%	4 2%	3 1%	3 1%	6 3% fo	4 2%	2 1%	6 3% p	1	1	3 1%
Doesn't waste energy/uses as much energy as it puts out	15 1%	-	-	1	3 1%	5 2% bcj	2 1%	3 1%	1	-	2 1%	1	4 2% bcj	3 1%	1	2 1%	2 1%
Environmentally friendly/Good for the environment	12 1%	1	1	1	2 1%	1	-	2 1%	4 2% gq	2 1%	2 1%	2 1%	3 1%	1	1	1	-
Biodegradable	12 1%	-	1	-	2 1%	2 1%	-	1	2 1%	2 1%	1	2 1%	1	2 1%	3 1%	4 2% bdg	1
Recyclable	12 1%	-	3 1%	1	1	2 1%	1	1	-	2 1%	2 1%	1	1	2 1%	3 1%	3 1%	1
Does not contribute to global warming	11 1%	2 1%	1	-	1	-	1	-	4 2% df	1	1	2 1%	2 1%	3 1%	2 1%	1	1
Not coal based	9	-	1	2 1%	2 1%	2 1%	-	1	1	3 1%	-	1	2 1%	-	-	2 1%	1

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q850. As far as you know, what does it mean to say that a product or service is "carbon neutral"?

Base: Respondents Assigned To Carbon Neutral Section

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Not toxic to the environment	7 *	2 1%	2 1%	1 *	1 *	- -	- -	- -	1 *	- -	1 *	3 1%	- -	- -	1 *	2 1%	- -
Clean energy	6 *	- -	1 *	- -	- -	1 *	- -	1 *	1 *	1 *	2 1%	1 *	2 1%	- -	2 1%	- -	- -
Other	31 2%	7 3% ci	1 *	2 1%	4 2%	4 2%	9 4% cdikq	4 2%	1 *	5 2%	2 1%	3 1%	6 2%	6 3% i	3 1%	3 1%	2 1%
None	97 5%	10 4%	14 6%	10 4%	12 5%	15 6%	17 7% hk	7 3%	11 5%	17 7% k	7 3%	12 5%	15 6%	11 5%	11 5%	13 6%	12 5%
Don't Know	498 26%	66 27%	64 27%	63 27%	68 28%	56 23%	50 22%	59 26%	59 25%	65 26%	69 30% g	62 25% bhi	56 23%	58 25%	69 29%	61 26%	71 30% g
Decline to answer	14 1%	1 *	2 1%	2 1%	1 *	1 *	1 *	- -	1 *	2 1%	1 *	6 2% bhi	3 1%	1 *	1 *	2 1%	3 1%
Sigma	2681 141%	350 141%	327 140%	335 143%	335 137%	360 149%	330 143%	333 149%	328 138%	341 136%	312 137%	343 140%	352 146%	327 139%	334 142%	344 146%	311 133%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q855. Thinking a bit more about a product being carbon neutral, which of the following best describes what "carbon neutral" means?

Base: Respondents Assigned To Carbon Neutral Section

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Weighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
INCORRECT (NET)	1157 61%	161 65% f	143 61%	140 60%	160 65% f	134 56%	143 62%	130 58%	138 58%	152 61%	147 65% f	153 62%	141 59%	145 62%	135 57%	145 62%	147 63%
WRONG (NET)	676 36%	101 41%	81 35%	87 37%	84 34%	80 33%	84 37%	84 38%	79 33%	86 34%	87 38%	87 36%	84 35%	81 34%	77 33%	94 40%	76 32%
No pollution was generated in making the product	313 16%	44 18%	40 17%	38 16%	34 14%	35 15%	38 17%	42 19%	41 17%	44 18%	40 18%	44 18%	32 13%	37 16%	33 14%	47 20% m	37 16%
Carbon resources were not used to produce the product	229 12%	36 15%	31 13%	29 12%	29 12%	33 14%	32 14%	33 15% q	24 10%	24 10%	28 12%	25 10%	29 12%	25 11%	30 13%	29 12%	21 9%
Water pollutants were reduced to improve water quality	17 1%	5 2% pq	2 1%	1	2 1%	1	4 2% pq	1	4 2% pq	3 1%	1	3 1%	3 1%	2 1%	2 1%	-	-
Clothing that resists pencil and ink stains	8 *	1	1	4 2% fjiko	1	-	1	-	-	-	-	2 1%	2 1%	1	-	1	2 1%
Soft drinks that were made without carbonation	4 *	-	1	1	-	-	1	1	-	-	1	-	-	1	-	1	1
None of the above	105 6%	15 6%	6 3%	14 6%	18 7% ch	11 5%	8 3%	7 3%	10 4%	15 6%	17 7% ch	13 5%	18 7% cgh	15 6% c	12 5%	16 7% c	15 6% c
Not sure	481 25%	60 24%	62 27%	53 23%	76 31% dhp	54 22%	59 26%	46 21%	59 25%	66 26%	60 26%	66 27%	57 24%	64 27%	58 25%	51 22%	71 30% dhp
Greenhouse gases such as carbon dioxide were offset	741 39%	87 35%	90 39%	94 40%	85 35%	107 44% bek	87 38%	93 42%	100 42%	99 39%	80 35%	92 38%	100 41%	90 38%	101 43%	90 38%	87 37%
Sigma	1898 100%	248 100%	233 100%	234 100%	245 100%	241 100%	230 100%	223 100%	238 100%	251 100%	227 100%	245 100%	241 100%	235 100%	236 100%	235 100%	234 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q860. Have you ever purchased a product or service at least partly because it was advertised or labeled as being "carbon neutral"?

Base: Respondents Assigned To Carbon Neutral Section

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Weighted Base	1898	248	233	234	245	241	230	223	238	251	227	245	241	235	236	235	234
Yes	73 4%	14 6% ilq	6 3%	12 5% l	14 6% ilq	9 4%	12 5% l	9 4%	5 2%	11 4% l	11 5% l	3 1%	10 4% l	9 4%	6 3%	10 4% l	5 2%
No	1251 66%	177 71% celfp	147 63%	157 67%	153 62%	149 62%	159 69%	151 68%	154 65%	165 66%	156 69%	158 64%	163 68%	156 66%	154 65%	146 62%	157 67%
Not sure	574 30%	57 23%	80 34% bg	65 28%	78 32% b	83 34% bg	59 26%	63 28%	79 33% b	75 30%	60 26%	84 34% bg	68 28%	70 30%	76 32% b	79 34% b	72 31% b
Sigma	1898 100%	248 100%	233 100%	234 100%	245 100%	241 100%	230 100%	223 100%	238 100%	251 100%	227 100%	245 100%	241 100%	235 100%	236 100%	235 100%	234 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q865. Have you ever noticed advertisements for "carbon neutral" products or services?

Base: Respondents Who Have Never Purchased A Carbon Neutral Product/Service Or Don't Know

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1825	234	227	222	231	232	218	214	233	240	216	242	231	226	230	225	229
Weighted Base	1825	234	227	222	231	232	218	214	233	240	216	242	231	226	230	225	229
Yes	189 10%	25 11%	22 10%	24 11%	16 7%	26 11%	30 14% ep	24 11%	26 11%	28 12% p	20 9%	27 11%	26 11%	24 11%	25 11%	14 6%	21 9%
No	1290 71%	175 75% io	171 75% ino	154 69%	171 74% o	156 67%	151 69%	149 70%	153 66%	178 74% io	159 74%	170 70%	160 69%	152 67%	151 66%	165 73%	165 72%
Not sure	346 19%	34 15%	34 15%	44 20%	44 19%	50 22% bj	37 17%	41 19%	54 23% bcj	34 14%	37 17%	45 19%	45 19%	50 22% bcj	54 23% bcj	46 20%	43 19%
Sigma	1825 100%	234 100%	227 100%	222 100%	231 100%	232 100%	218 100%	214 100%	233 100%	240 100%	216 100%	242 100%	231 100%	226 100%	230 100%	225 100%	229 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q870. What did you buy that was advertised or labeled as being carbon neutral? If you remember, what product or service was being advertised as carbon neutral?

Base: Respondents Who Have Ever Purchased A Carbon Neutral Product/Service Or Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	262	39*	28**	36*	30*	35*	42*	33*	31*	39*	31*	30*	36*	33*	31*	24**	26**
Weighted Base	262	39*	28**	36*	30*	35*	42*	33*	31*	39*	31*	30*	36*	33*	31*	24**	26**
WHAT PURCHASED (NET)	94 36%	16 41%	10 36%	13 36%	13 43%	16 46%	13 31%	14 42%	9 29%	12 31%	9 29%	7 23%	15 42%	12 36%	10 32%	10 42%	9 35%
Automobiles	9 3%	2 5%	3 11%	-	1 3%	1 3%	-	1 3%	1 3%	1 3%	1 3%	1 3%	1 3%	3 9%	1 3%	1 4%	-
Food/Beverage	8 3%	4 10%	-	3 8%	-	2 6%	2 5%	1 3%	1 3%	-	-	1 3%	-	1 3%	-	1 4%	-
Laundry detergent/product	8 3%	2 5%	-	2 6%	-	1 3%	1 2%	2 6%	2 6%	1 3%	1 3%	-	2 6%	1 3%	-	1 4%	-
Furniture/Household goods	7 3%	-	2 7%	-	2 7%	-	1 2%	3 9%	1 3%	-	1 3%	-	1 3%	-	1 3%	1 4%	1 4%
Cleaning supplies/Household cleaner	6 2%	1 3%	-	-	1 3%	2 6%	2 5%	2 6%	-	-	-	-	3 8%	-	-	1 4%	-
Carbon offset/credits	6 2%	1 3%	2 7%	1 3%	3 10%	-	-	-	-	2 5%	-	-	-	2 6%	-	-	1 4%
Airplane flight	5 2%	-	-	1 3%	1 3%	2 6%	1 2%	-	-	1 3%	-	-	-	1 3%	2 6%	-	1 4%
Airline Tickets	5 2%	2 5%	-	1 3%	2 7%	2 6%	-	-	-	2 5%	-	-	-	-	1 3%	-	-
Appliances (dishwasher, air conditioner, etc.)	5 2%	-	-	1 3%	2 7%	-	1 2%	2 6%	-	1 3%	-	1 3%	2 6%	-	-	-	-
Utilities/Fuel	5 2%	1 3%	-	-	1 3%	-	1 2%	1 3%	1 3%	-	1 3%	-	-	1 3%	1 3%	-	2 8%
Flooring (rug, carpet, floor mats, flooring, etc.)	4 2%	-	1 4%	-	-	1 3%	-	-	-	-	2 6%	1 3%	-	-	-	2 8%	1 4%
Clothing	3 1%	-	-	-	-	1 3%	-	2 6%	-	-	-	-	1 3%	1 3%	-	1 4%	-
Concert/Event tickets	3 1%	-	1 4%	-	1 3%	1 3%	-	-	-	2 5%	-	1 3%	-	-	-	-	-
Paper goods/Office supplies	3 1%	1 3%	-	-	1 3%	-	-	-	-	1 3%	-	-	-	2 6%	1 3%	-	-
Conference/Meeting	3 1%	1 3%	-	-	-	-	-	-	-	1 3%	-	1 3%	2 6%	-	-	-	1 4%
CD/DVD	3 1%	-	-	-	-	1 3%	-	-	1 3%	-	-	2 7%	-	-	1 3%	-	1 4%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. What did you buy that was advertised or labeled as being carbon neutral? If you remember, what product or service was being advertised as carbon neutral?

Base: Respondents Who Have Ever Purchased A Carbon Neutral Product/Service Or Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	262	39*	28**	36*	30*	35*	42*	33*	31*	39*	31*	30*	36*	33*	31*	24**	26**
Electronics (computer, cell phone, etc.)	2 1%	-	-	-	1 3%	-	2 5%	-	-	-	-	-	-	1 3%	-	-	-
Public transportation	2 1%	-	-	1 3%	-	1 3%	2 5%	-	-	-	-	-	-	-	-	-	-
Bottled water	2 1%	1 3%	-	-	-	-	-	-	1 3%	-	1 3%	-	-	-	1 3%	-	-
Light bulbs	2 1%	-	-	-	-	1 3%	-	-	-	1 3%	-	-	1 3%	-	1 3%	-	-
Personal items	1	1 3%	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other products	12 5%	1 3%	2 7%	3 8%	2 7%	2 6%	1 2%	1 3%	1 3%	2 5%	2 6%	-	2 6%	1 3%	1 3%	2 8%	1 4%
REASON FOR PURCHASE (NET)	27 10%	7 18%	1 4%	11 4%	4 13%	3 9%	3 7%	15 5%	2 6%	3 8%	5 16%	-	4 11%	3 9%	4 13%	4 17%	2 8%
Environmental impact	7 3%	4 10%	-	2 6%	-	1 3%	1 2%	-	1 3%	-	1 3%	-	1 3%	1 3%	1 3%	1 4%	-
Look for eco-friendly products	6 2%	2 5%	-	1 3%	1 3%	1 3%	1 2%	3 9%	-	-	-	-	-	2 6%	-	-	1 4%
Competitive price	5 2%	1 3%	1 4%	-	1 3%	1 3%	-	-	1 3%	-	1 3%	-	1 3%	1 3%	1 3%	-	1 4%
Protecting the environment	4 2%	-	-	-	-	2 6%	-	1 3%	1 3%	-	-	-	2 6%	-	1 3%	1 4%	-
To support companies trying to do the right thing	4 2%	2 5%	-	1 3%	1 3%	-	-	1 3%	-	1 3%	-	-	1 3%	-	-	-	1 4%
Seemed like a good idea	2 1%	1 3%	-	1 3%	1 3%	-	-	-	-	-	1 3%	-	-	-	-	-	-
Protecting the future	1	-	-	-	-	-	-	1 3%	-	-	-	-	1 3%	-	-	-	-
Other reason	6 2%	-	1 4%	-	-	-	1 2%	-	1 3%	2 5%	3 10%	-	-	-	2 6%	2 8%	-
Advertising mentions (saw an ad, heard an ad, etc.)	20 8%	2 5%	3 11%	3 8%	3 10%	2 6%	2 5%	2 6%	4 13%	4 10%	1 3%	2 7%	4 11%	3 9%	2 6%	1 4%	2 8%
Don't believe advertising/Don't believe crisis	9 3%	2 5%	-	1 3%	1 3%	1 3%	1 2%	-	-	1 3%	1 3%	1 3%	2 6%	3 9%	2 6%	2 8%	-
Other	8 3%	1 3%	1 4%	2 6%	3 10%	-	1 2%	2 6%	-	1 3%	-	-	1 3%	1 3%	-	1 4%	2 8%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. What did you buy that was advertised or labeled as being carbon neutral? If you remember, what product or service was being advertised as carbon neutral?

Base: Respondents Who Have Ever Purchased A Carbon Neutral Product/Service Or Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Imp- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	262	39*	28**	36*	30*	35*	42*	33*	31*	39*	31*	30*	36*	33*	31*	24**	26**
None	18 7%	1 3%	1 4%	1 3%	1 3%	4 11%	4 10%	2 6%	3 10%	1 3%	4 13%	3 10%	2 6%	3 9%	3 10%	2 8%	1 4%
Don't Know	94 36%	13 33%	13 46%	12 33%	5 17%	10 29%	19 45% e	10 30%	14 45% e	16 41% e	12 39%	16 53% ef	11 31%	10 30%	11 35%	7 29%	9 35%
Decline to answer	5 2%	1 3%	-	2 6%	2 7%	-	1 2%	-	-	1 3%	-	1 3%	-	1 3%	-	-	1 4%
Sigma	293 112%	48 123%	31 111%	40 111%	37 123%	40 114%	45 107%	37 112%	34 110%	42 108%	33 106%	31 103%	41 114%	39 118%	34 110%	27 113%	27 104%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. What did you buy that was advertised or labeled as being carbon neutral?

Base: Respondents Who Have Ever Purchased A Carbon Neutral Product/Service

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	73*	14**	6**	12**	14**	9**	12**	9**	5**	11**	11**	3**	10**	9**	6**	10**	5**
Weighted Base	73*	14**	6**	12**	14**	9**	12**	9**	5**	11**	11**	3**	10**	9**	6**	10**	5**
WHAT PURCHASED (NET)	34 47%	7 50%	3 50%	7 58%	7 50%	4 44%	7 58%	4 44%	3 60%	2 18%	3 27%	2 67%	4 40%	4 44%	1 17%	7 70%	3 60%
Food/Beverage	6 8%	3 21%	-	3 25%	-	-	2 17%	-	1 20%	-	-	1 33%	-	1 11%	-	1 10%	-
Furniture/Household goods	6 8%	-	2 33%	-	1 7%	-	1 8%	2 22%	1 20%	-	1 9%	-	1 10%	-	1 17%	1 10%	1 20%
Laundry detergent/product	4 5%	1 7%	-	2 17%	-	-	-	1 11%	1 20%	1 9%	1 9%	-	1 10%	-	-	-	-
Cleaning supplies/Household cleaner	3 4%	-	-	-	1 7%	1 11%	1 8%	1 11%	-	-	-	-	2 20%	-	-	-	-
Flooring (rug, carpet, floor mats, flooring, etc.)	3 4%	-	1 17%	-	-	-	-	-	-	-	1 9%	1 33%	-	-	-	2 20%	1 20%
Automobiles	2 3%	1 7%	-	-	1 7%	-	-	-	-	-	-	-	-	1 11%	-	1 10%	-
Airline Tickets	2 3%	2 14%	-	-	1 7%	1 11%	-	-	-	-	-	-	-	-	-	-	-
Carbon offset/credits	1 1%	1 7%	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-
Appliances (dishwasher, air conditioner, etc.)	1 1%	-	-	-	1 7%	-	1 8%	-	-	-	-	-	-	-	-	-	-
Clothing	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	1 10%	-
Paper goods/Office supplies	1 1%	-	-	-	1 7%	-	-	-	-	-	-	-	-	1 11%	-	-	-
Personal items	1 1%	1 7%	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Electronics (computer, cell phone, etc.)	1 1%	-	-	-	1 7%	-	1 8%	-	-	-	-	-	-	-	-	-	-
Airplane flight	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Concert/Event tickets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Light bulbs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. What did you buy that was advertised or labeled as being carbon neutral?

Base: Respondents Who Have Ever Purchased A Carbon Neutral Product/Service

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	73*	14**	6**	12**	14**	9**	12**	9**	5**	11**	11**	3**	10**	9**	6**	10**	5**
Conference/Meeting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CD/DVD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public transportation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bottled water	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Utilities/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other products	4 5%	-	-	1 8%	1 7%	2 22%	1 8%	-	-	1 9%	-	-	-	-	-	1 10%	1 20%
REASON FOR PURCHASE (NET)	27 37%	7 50%	1 17%	4 33%	4 29%	3 33%	3 25%	5 56%	2 40%	3 27%	5 45%	-	4 40%	3 33%	4 67%	4 40%	2 40%
Environmental impact	7 10%	4 29%	-	2 17%	-	1 11%	1 8%	-	1 20%	-	1 9%	-	1 10%	1 11%	1 17%	1 10%	-
Look for eco-friendly products	6 8%	2 14%	-	1 8%	1 7%	1 11%	1 8%	3 33%	-	-	-	-	-	2 22%	-	-	1 20%
Competitive price	5 7%	1 7%	1 17%	-	1 7%	1 11%	-	-	1 20%	-	1 9%	-	1 10%	1 11%	1 17%	-	1 20%
Protecting the environment	4 5%	-	-	-	-	2 22%	-	1 11%	1 20%	-	-	-	2 20%	-	1 17%	1 10%	-
To support companies trying to do the right thing	4 5%	2 14%	-	1 8%	1 7%	-	-	1 11%	-	1 9%	-	-	1 10%	-	-	-	1 20%
Seemed like a good idea	2 3%	1 7%	-	1 8%	1 7%	-	-	-	-	-	1 9%	-	-	-	-	-	-
Protecting the future	1 1%	-	-	-	-	-	-	1 11%	-	-	-	-	1 10%	-	-	-	-
Other reason	6 8%	-	1 17%	-	-	-	1 8%	-	1 20%	2 18%	3 27%	-	-	-	2 33%	2 20%	-
Don't believe advertising/Don't believe crisis	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	1 10%	-
Advertising mentions (saw an ad, heard an ad, etc.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 1%	-	-	-	1 7%	-	-	-	-	1 9%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. What did you buy that was advertised or labeled as being carbon neutral?

Base: Respondents Who Have Ever Purchased A Carbon Neutral Product/Service

	Total	New and Im- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	73*	14**	6**	12**	14**	9**	12**	9**	5**	11**	11**	3**	10**	9**	6**	10**	5**
None	8 11%	1 7%	1 17%	- -	1 7%	2 22%	2 17%	1 11%	1 20%	1 9%	1 9%	- -	2 20%	1 11%	1 17%	1 10%	- -
Don't Know	11 15%	2 14%	2 33%	2 17%	1 7%	1 11%	1 8%	1 11%	- -	3 27%	3 27%	1 33%	3 30%	1 11%	1 17%	- -	- -
Decline to answer	3 4%	1 7%	- -	1 8%	1 7%	- -	1 8%	- -	- -	1 9%	- -	- -	- -	1 11%	- -	- -	- -
Sigma	95 130%	23 164%	8 133%	15 125%	17 121%	12 133%	14 117%	12 133%	8 160%	11 100%	13 118%	3 100%	15 150%	12 133%	8 133%	13 130%	6 120%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. If you remember, what product or service was being advertised as carbon neutral?

Base: Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	189	25**	22**	24**	16**	26**	30*	24**	26**	28**	20**	27**	26**	24**	25**	14**	21**
Weighted Base	189	25**	22**	24**	16**	26**	30*	24**	26**	28**	20**	27**	26**	24**	25**	14**	21**
WHAT PURCHASED (NET)	60 32%	9 36%	7 32%	6 25%	6 38%	12 46%	6 20%	10 42%	6 23%	10 36%	6 30%	5 19%	11 42%	8 33%	9 36%	3 21%	6 29%
Automobiles	7 4%	1 4%	3 14%	- -	- -	1 4%	- -	1 4%	1 4%	1 4%	1 5%	1 4%	1 4%	2 8%	1 4%	- -	- -
Airplane flight	5 3%	- -	- -	1 4%	1 6%	2 8%	1 3%	- -	- -	1 4%	- -	- -	- -	1 4%	2 8%	- -	1 5%
Carbon offset/credits	5 3%	- -	2 9%	1 4%	2 13%	- -	- -	- -	- -	2 7%	- -	- -	- -	2 8%	- -	- -	1 5%
Utilities/Fuel	5 3%	1 4%	- -	- -	1 6%	- -	1 3%	1 4%	1 4%	- -	1 5%	- -	- -	1 4%	1 4%	- -	2 10%
Laundry detergent/product	4 2%	1 4%	- -	- -	- -	1 4%	1 3%	1 4%	1 4%	- -	- -	- -	1 4%	1 4%	- -	1 7%	- -
Appliances (dishwasher, air conditioner, etc.)	4 2%	- -	- -	1 4%	1 6%	- -	- -	2 8%	- -	1 4%	- -	1 4%	2 8%	- -	- -	- -	- -
Cleaning supplies/Household cleaner	3 2%	1 4%	- -	- -	- -	1 4%	1 3%	1 4%	- -	- -	- -	- -	1 4%	- -	- -	1 7%	- -
Concert/Event tickets	3 2%	- -	1 5%	- -	1 6%	1 4%	- -	- -	- -	2 7%	- -	1 4%	- -	- -	- -	- -	- -
Conference/Meeting	3 2%	1 4%	- -	- -	- -	- -	- -	- -	- -	1 4%	- -	1 4%	2 8%	- -	- -	- -	1 5%
Airline Tickets	3 2%	- -	- -	1 4%	1 6%	1 4%	- -	- -	- -	2 7%	- -	- -	- -	- -	1 4%	- -	- -
CD/DVD	3 2%	- -	- -	- -	- -	1 4%	- -	- -	1 4%	- -	- -	2 7%	- -	- -	1 4%	- -	1 5%
Food/Beverage	2 1%	1 4%	- -	- -	- -	2 8%	- -	1 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bottled water	2 1%	1 4%	- -	- -	- -	- -	- -	- -	1 4%	- -	1 5%	- -	- -	- -	1 4%	- -	- -
Light bulbs	2 1%	- -	- -	- -	- -	1 4%	- -	- -	- -	1 4%	- -	- -	1 4%	- -	1 4%	- -	- -
Paper goods/Office supplies	2 1%	1 4%	- -	- -	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	1 4%	1 4%	- -	- -
Public transportation	2 1%	- -	- -	1 4%	- -	1 4%	2 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. If you remember, what product or service was being advertised as carbon neutral?

Base: Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	189	25**	22**	24**	16**	26**	30*	24**	26**	28**	20**	27**	26**	24**	25**	14**	21**
Clothing	2 1%	-	-	-	-	1 4%	-	2 8%	-	-	-	-	1 4%	-	-	-	-
Furniture/Household goods	1 1%	-	-	-	1 6%	-	-	1 4%	-	-	-	-	-	-	-	-	-
Flooring (rug, carpet, floor mats, flooring, etc.)	1 1%	-	-	-	-	1 4%	-	-	-	-	1 5%	-	-	-	-	-	-
Electronics (computer, cell phone, etc.)	1 1%	-	-	-	-	-	1 3%	-	-	-	-	-	-	1 4%	-	-	-
Personal items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other products	8 4%	1 4%	2 9%	2 8%	1 6%	-	-	1 4%	1 4%	1 4%	2 10%	-	2 8%	1 4%	1 4%	1 7%	-
Adverting mentions (saw an ad, heard an ad, etc.)	20 11%	2 8%	3 14%	3 13%	3 19%	2 8%	2 7%	2 8%	4 15%	4 14%	1 5%	2 7%	4 15%	3 13%	2 8%	1 7%	2 10%
Don't believe advertising/Don't believe crisis	8 4%	2 8%	-	1 4%	1 6%	1 4%	1 3%	-	-	1 4%	1 5%	1 4%	2 8%	2 8%	2 8%	1 7%	-
REASON FOR PURCHASE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Competitive price	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Environmental impact	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Look for eco-friendly products	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Protecting the environment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Protecting the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Seemed like a good idea	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To support companies trying to do the right thing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	7 4%	1 4%	1 5%	2 8%	2 13%	-	1 3%	2 8%	-	-	-	-	1 4%	1 4%	-	1 7%	2 10%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q870. If you remember, what product or service was being advertised as carbon neutral?

Base: Have Noticed Advertisements For Carbon Neutral Products/Services

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	189	25**	22**	24**	16**	26**	30*	24**	26**	28**	20**	27**	26**	24**	25**	14**	21**
None	10 5%	- -	- -	1 4%	- -	2 8%	2 7%	1 4%	2 8%	- -	3 15%	3 11%	- -	2 8%	2 8%	1 7%	1 5%
Don't Know	83 44%	11 44%	11 50%	10 42%	4 25%	9 35%	18 60%	9 38%	14 54%	13 46%	9 45%	15 56%	8 31%	9 38%	10 40%	7 50%	9 43%
Decline to answer	2 1%	- -	- -	1 4%	1 6%	- -	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	1 5%
Sigma	198 105%	25 100%	23 105%	25 104%	20 125%	28 108%	31 103%	25 104%	26 100%	31 111%	20 100%	28 104%	26 100%	27 113%	26 104%	14 100%	21 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q875. Which of the following statements most accurately describes what this suggests or implies to you about the greenhouse gases that were offset?

Base: Respondents Who Think Carbon Neutral Means Greenhouse Gases Were Offset

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	741	87*	90*	94*	85*	107	87*	93*	100	99*	80*	92*	100	90*	101	90*	87*
Weighted Base	741	87*	90*	94*	85*	107	87*	93*	100	99*	80*	92*	100	90*	101	90*	87*
STATEMENT SUGGESTS SOMETHING ABOUT GREENHOUSE GASES (NET)	654 88%	75 86%	78 87%	81 86%	74 87%	96 90%	75 86%	85 91%	87 87%	88 89%	71 89%	80 87%	87 87%	79 88%	90 89%	84 93%	78 90%
The statement suggests or implies that all of the greenhouse gases resulting from the product have been offset.	455 61%	57 66%	53 59%	60 64%	50 59%	59 55%	51 59%	51 55%	61 61%	63 64%	48 60%	62 67%	62 62%	59 66%	66 65%	52 58%	56 64%
The statement suggests or implies that some, but not necessarily all, of the greenhouse gases resulting from the product have been offset.	199 27%	18 21%	25 28%	21 22%	24 28%	37 35% bl	24 28%	34 37% bdln	26 26%	25 25%	23 29%	18 20%	25 25%	20 22%	24 24%	32 36% bdln	22 25%
The statement does not suggest anything about how much of the greenhouse gases associated with this product were offset.	65 9%	8 9%	9 10%	7 7%	8 9%	10 9%	6 7%	6 6%	12 12%	8 8%	7 9%	10 11%	9 9%	9 10%	9 9%	4 4%	8 9%
Other	8 1%	3 3%	2 2%	3 3%	1 1%	-	3 3%	-	1 1%	1 1%	1 1%	-	1 1%	-	-	-	-
Not sure	14 2%	1 1%	1 1%	3 3%	2 2%	1 1%	3 3%	2 2%	-	2 2%	1 1%	2 2%	3 3%	2 2%	2 2%	2 2%	1 1%
Sigma	741 100%	87 100%	90 100%	94 100%	85 100%	107 100%	87 100%	93 100%	100 100%	99 100%	80 100%	92 100%	100 100%	90 100%	101 100%	90 100%	87 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q880. When you indicated that the statement "carbon neutral" suggests that all/some of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?

Base: Respondents Who Think Claim Implies That Some Or All Greenhouse Gases Were Offset

	Total	New and Im- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	654	75*	78*	81*	74*	96*	75*	85*	87*	88*	71*	80*	87*	79*	90*	84*	78*
Weighted Base	654	75*	78*	81*	74*	96*	75*	85*	87*	88*	71*	80*	87*	79*	90*	84*	78*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	430 66%	56 75% loq	51 65%	60 74% oq	48 65%	63 66%	48 64%	55 65%	54 62%	59 67%	48 68%	48 60%	61 70%	57 72% o	52 58%	54 64%	46 59%
I thought about the greenhouse gases that may occur at each of the stages of the lifecycle.	244 37%	37 49% iopq	27 35%	41 51% cfhijklmnopq	29 39%	34 35%	30 40%	30 35%	30 34%	31 35%	25 35%	28 35%	31 36%	36 46% o	26 29%	28 33%	25 32%
I thought about the greenhouse gases that may occur at some, but not all of the stages of the lifecycle.	186 28%	19 25%	24 31%	19 23%	19 26%	29 30%	18 24%	25 29%	24 28%	28 32%	23 32%	20 25%	30 34%	21 27%	26 29%	26 31%	21 27%
I thought about the greenhouse gases in a general sense, but did not think about greenhouse gases occurring at specific stages of the lifecycle.	189 29%	16 21%	21 27%	18 22%	21 28%	26 27%	22 29%	26 31%	26 30%	26 30%	18 25%	28 35%	22 25%	19 24%	30 33%	29 35%	30 38% bd
Other	16 2%	2 3%	2 3%	2 2%	3 4%	2 2%	2 3%	1 1%	2 2%	2 2%	3 4%	1 1%	1 1%	3 4%	5 6% p	-	1 1%
Not sure	19 3%	1 1%	4 5% n	1 1%	2 3%	5 5% n	3 4%	3 4%	5 6% n	1 1%	2 3%	3 4%	3 3%	-	3 3%	1 1%	1 1%
Sigma	654 100%	75 100%	78 100%	81 100%	74 100%	96 100%	75 100%	85 100%	87 100%	88 100%	71 100%	80 100%	87 100%	79 100%	90 100%	84 100%	78 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q880. When you indicated that the statement "carbon neutral" suggests that all of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?

Base: Respondents Who Think Claim Implies That All Greenhouse Gases Were Offset

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	455	57*	53*	60*	50*	59*	51*	51*	61*	63*	48*	62*	62*	59*	66*	52*	56*
Weighted Base	455	57*	53*	60*	50*	59*	51*	51*	61*	63*	48*	62*	62*	59*	66*	52*	56*
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	299 66%	41 72%	39 74% o	43 72%	31 62%	39 66%	36 71%	33 65%	38 62%	41 65%	30 63%	37 60%	44 71%	42 71%	37 56%	35 67%	32 57%
I thought about the greenhouse gases that may occur at each of the stages of the lifecycle.	201 44%	30 53% o	24 45%	35 58% jkloq	23 46%	25 42%	26 51%	24 47%	26 43%	26 41%	18 38%	24 39%	27 44%	29 49%	22 33%	22 42%	21 38%
I thought about the greenhouse gases that may occur at some, but not all of the stages of the lifecycle.	98 22%	11 19%	15 28%	8 13%	8 16%	14 24%	10 20%	9 18%	12 20%	15 24%	12 25%	13 21%	17 27% d	13 22%	15 23%	13 25%	11 20%
I thought about the greenhouse gases in a general sense, but did not think about greenhouse gases occurring at specific stages of the lifecycle.	124 27%	13 23%	9 17%	14 23%	15 30%	14 24%	10 20%	15 29%	17 28%	19 30%	13 27%	22 35% c	14 23%	14 24%	21 32%	16 31%	22 39% cdgm
Other	16 4%	2 4%	2 4%	2 3%	3 6%	2 3%	2 4%	1 2%	2 3%	2 3%	3 6%	1 2%	1 2%	3 5%	5 8% p	-	1 2%
Not sure	16 4%	1 2%	3 6%	1 2%	1 2%	4 7% n	3 6%	2 4%	4 7% n	1 2%	2 4%	2 3%	3 5%	-	3 5%	1 2%	1 2%
Sigma	455 100%	57 100%	53 100%	60 100%	50 100%	59 100%	51 100%	51 100%	61 100%	63 100%	48 100%	62 100%	62 100%	59 100%	66 100%	52 100%	56 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base

Q880. When you indicated that the statement "carbon neutral" suggests that some of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?

Base: Respondents Who Think Claim Implies That Some But Not Necessarily All Greenhouse Gases Were Offset

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	199	18**	25**	21**	24**	37*	24**	34*	26**	25**	23**	18**	25**	20**	24**	32*	22**
Weighted Base	199	18**	25**	21**	24**	37*	24**	34*	26**	25**	23**	18**	25**	20**	24**	32*	22**
THOUGHT ABOUT SPECIFIC STAGES OF LIFECYCLE (NET)	131 66%	15 83%	12 48%	17 81%	17 71%	24 65%	12 50%	22 65%	16 62%	18 72%	18 78%	11 61%	17 68%	15 75%	15 63%	19 59%	14 64%
I thought about the greenhouse gases that may occur at each of the stages of the lifecycle.	43 22%	7 39%	3 12%	6 29%	6 25%	9 24%	4 17%	6 18%	4 15%	5 20%	7 30%	4 22%	4 16%	7 35%	4 17%	6 19%	4 18%
I thought about the greenhouse gases that may occur at some, but not all of the stages of the lifecycle.	88 44%	8 44%	9 36%	11 52%	11 46%	15 41%	8 33%	16 47%	12 46%	13 52%	11 48%	7 39%	13 52%	8 40%	11 46%	13 41%	10 45%
I thought about the greenhouse gases in a general sense, but did not think about greenhouse gases occurring at specific stages of the lifecycle.	65 33%	3 17%	12 48%	4 19%	6 25%	12 32%	12 50%	11 32%	9 35%	7 28%	5 22%	6 33%	8 32%	5 25%	9 38%	13 41%	8 36%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 2%	-	1 4%	-	1 4%	1 3%	-	1 3%	1 4%	-	-	1 6%	-	-	-	-	-
Sigma	199 100%	18 100%	25 100%	21 100%	24 100%	37 100%	24 100%	34 100%	26 100%	25 100%	23 100%	18 100%	25 100%	20 100%	24 100%	32 100%	22 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/t/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q885. Which of the following stages in a product's lifecycle did you consider when thinking about the greenhouse gases that might be offset?

Base: Respondents Who Thought About Some But Not All Lifecycle Stages

	Total	New and Imp- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	186	19**	24**	19**	19**	29**	18**	25**	24**	28**	23**	20**	30*	21**	26**	26**	21**
Weighted Base	186	19**	24**	19**	19**	29**	18**	25**	24**	28**	23**	20**	30*	21**	26**	26**	21**
Production/manufacture	160 86%	15 79%	18 75%	15 79%	19 100%	23 79%	16 89%	21 84%	18 75%	26 93%	20 87%	16 80%	27 90%	18 86%	25 96%	23 88%	20 95%
Transportation/distribution	67 36%	4 21%	6 25%	8 42%	9 47%	11 38%	10 56%	9 36%	10 42%	12 43%	8 35%	6 30%	13 43%	4 19%	9 35%	6 23%	9 43%
Usage/consumption	58 31%	5 26%	9 38%	5 26%	8 42%	12 41%	5 28%	8 32%	5 21%	8 29%	8 35%	6 30%	12 40%	7 33%	8 31%	7 27%	3 14%
Disposal	44 24%	3 16%	8 33%	7 37%	6 32%	7 24%	5 28%	6 24%	5 21%	5 18%	7 30%	4 20%	8 27%	6 29%	4 15%	3 12%	4 19%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	1 4%	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-
Sigma	330 177%	27 142%	42 175%	35 184%	42 221%	53 183%	36 200%	44 176%	38 158%	51 182%	43 187%	32 160%	61 203%	35 167%	46 177%	39 150%	36 171%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q895. Throughout the course of taking this survey, did you consult any outside reference materials, including online resources?

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Yes	132 3%	15 3%	17 4%	20 4%	15 3%	18 4%	12 3%	21 4%	23 5% k	13 3%	11 2%	14 3%	13 3% egjklmoq	27 6%	13 3%	18 4%	14 3%
No	3645 97%	458 97%	454 96%	450 96%	456 97% n	450 96%	460 97% n	450 96%	448 95%	460 97% n	463 98% in	460 97% n	459 97% n	448 94%	462 97% n	453 96%	459 97% n
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q900. How concerned are you personally about the current state of the environment?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
AT LEAST SOMEWHAT CONCERNED (NET)	3480 92%	439 93% e	440 93% el	437 93% e	417 89%	440 94% el	434 92%	432 92%	443 94% el	437 92% e	431 91%	424 89%	437 93% e	436 92%	437 92%	435 92% e	441 93% el
EXTREMELY/VERY CONCERNED (NET)	1333 35%	167 35%	172 37%	173 37%	168 36%	163 35%	151 32%	178 38% o	170 36%	166 35%	171 36%	180 38% go	161 34%	163 34%	149 31%	155 33%	179 38% go
(5) Extremely concerned	441 12%	58 12% k	59 13% k	64 14% kp	61 13% k	56 12% k	51 11%	53 11%	60 13% k	54 11%	39 8%	64 14% kp	61 13% k	49 10%	50 11%	44 9%	59 12% k
(4) Very concerned	892 24%	109 23%	113 24%	109 23%	107 23%	107 23%	100 21%	125 27% mo	110 23%	112 24%	132 28% gmo	116 24%	100 21%	114 24%	99 21%	111 24%	120 25%
(3) Fairly concerned	1084 29%	138 29%	143 30% l	122 26%	118 25%	141 30% l	154 33% deln	131 28%	140 30% l	143 30% l	133 28%	114 24%	142 30% l	129 27%	142 30% l	140 30% l	138 29%
(2) Somewhat concerned	1063 28%	134 28%	125 27%	142 30%	131 28%	136 29%	129 27%	123 26%	133 28%	128 27%	127 27%	130 27%	134 28%	144 30%	146 31%	140 30%	124 26%
(1) Not at all concerned	297 8%	34 7%	31 7%	33 7% bcdijmpq	54 11%	28 6%	38 8%	39 8%	28 6%	36 8%	43 9%	50 11% cfiq	35 7%	39 8%	38 8%	36 8%	32 7%
MEAN	3.0	3.0	3.1 o	3.1	3.0	3.1	3.0	3.1	3.1	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.1 o
STD. DEV	1.14	1.14	1.12	1.17	1.22	1.11	1.11	1.14	1.12	1.13	1.11	1.22	1.14	1.13	1.12	1.10	1.13
STD. ERR	0.02	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.05	0.05	0.05
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q905. In the past year, have you made financial contributions to, or volunteered at, any organizations whose objective is improving the environment?

Base: All Qualified Respondents

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Yes	737 20%	90 19%	92 20%	99 21% g	89 19%	94 20%	73 15%	104 22% go	87 18%	98 21% g	82 17%	104 22% go	92 19%	84 18%	79 17%	94 20%	113 24% gikno
No	2806 74%	350 74%	347 74%	349 74%	354 75%	341 73%	369 78% flpq	346 73%	351 75%	349 74%	367 77% lq	335 71%	353 75%	362 76% q	365 77% lq	341 72%	333 70%
Not sure	234 6%	33 7%	32 7%	22 5%	28 6%	33 7%	30 6%	21 4%	33 7%	26 5%	25 5%	35 7%	27 6%	29 6%	31 7%	36 8% dh	27 6%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q910. In the past six months, have you chosen to purchase one product rather than another because the product is better for the environment?

Base: All Qualified Respondents

	Total	New and Im- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Yes	1997 53%	262 55% o	245 52%	255 54%	234 50%	249 53%	250 53%	254 54%	247 52%	256 54%	252 53%	237 50%	250 53%	262 55% o	233 49%	255 54%	253 53%
No	1352 36%	155 33%	172 37%	162 34%	179 38%	165 35%	179 38%	176 37%	156 33%	162 34%	181 38%	174 37%	166 35%	163 34%	188 40% bi	164 35%	162 34%
Not sure	428 11%	56 12%	54 11%	53 11%	58 12%	54 12%	43 9%	41 9%	68 14% ghk	55 12%	41 9%	63 13% ghk	56 12%	50 11%	54 11%	52 11%	58 12%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q915. How many times in the past six months have you purchased a particular product because of its environmental benefits?

Base: Respondents Who Have Chosen Better For The Environment Product In Past Six Months

	Total	New and Imp- proved	Green	Green: Made with Renew- able Materials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Materials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Materials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Materials	Sus- tain- able	Sus- tain- able: Made with Renew- able Materials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Materials	Made with Renew- able Materials	Made with Renew- able Energy	Made with Re- cycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1997	262	245	255	234	249	250	254	247	256	252	237	250	262	233	255	253
Weighted Base	1997	262	245	255	234	249	250	254	247	256	252	237	250	262	233	255	253
1	115 6%	18 7%	13 5%	13 5%	10 4%	19 8%	14 6%	15 6%	16 6%	10 4%	23 9% ejoq	12 5%	18 7%	14 5%	11 5%	12 5%	12 5%
2 - 5	946 47%	116 44%	129 53% io	115 45%	106 45%	113 45% bdefilopq	139 56%	126 50% i	99 40%	125 49% i	129 51% io	110 46%	122 49%	133 51% io	97 42%	116 45%	117 46%
6 - 10	311 16%	40 15%	38 16%	36 14%	43 18% m	40 16%	33 13%	39 15%	45 18% m	48 19% m	40 16%	36 15%	29 12%	33 13%	43 18% m	40 16%	39 15%
More than 10	356 18%	55 21% gk	37 15%	45 18%	48 21% gk	45 18%	31 12%	43 17%	39 16%	48 19% g	35 14%	47 20% g	48 19% g	49 19% g	50 21% gk	49 19% g	43 17%
Not sure	269 13%	33 13%	28 11%	46 18% cej	27 12%	32 13%	33 13%	31 12% bcefhjkn	48 19%	25 10%	25 10%	32 14%	33 13%	33 13%	32 14%	38 15%	42 17% jk
Sigma	1997 100%	262 100%	245 100%	255 100%	234 100%	249 100%	250 100%	254 100%	247 100%	256 100%	252 100%	237 100%	250 100%	262 100%	233 100%	255 100%	253 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q920. Thinking a little more about the times you purchased a product because of its environmental benefits, how many times did you have to pay more or make a special trip to another store to get it?

Base: Respondents Who Have Chosen Better For The Environment Product In Past Six Months

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	1997	262	245	255	234	249	250	254	247	256	252	237	250	262	233	255	253
Weighted Base	1997	262	245	255	234	249	250	254	247	256	252	237	250	262	233	255	253
EVER (NET)	1315 66%	168 64%	160 65%	172 67%	155 66%	163 65%	165 66%	173 68%	153 62%	166 65%	166 66%	155 65%	168 67%	184 70% i	151 65%	169 66%	162 64%
HALF OR MORE (NET)	792 40%	103 39%	96 39%	98 38%	102 44%	91 37%	110 44%	93 37%	90 36%	99 39%	100 40%	99 42%	96 38%	109 42%	99 42%	97 38%	102 40%
For all of the environmental products I bought	254 13%	34 13%	37 15%	33 13%	26 11%	29 12%	37 15%	29 11%	30 12%	30 12%	38 15%	29 12%	35 14%	30 11%	26 11%	28 11%	37 15%
For at least half of the environmental products I bought	538 27%	69 26%	59 24%	65 25%	76 32% cikm	62 25%	73 29%	64 25%	60 24%	69 27%	62 25%	70 30%	61 24%	79 30%	73 31%	69 27%	65 26%
For less than half of the environmental products I bought	523 26%	65 25%	64 26%	74 29%	53 23%	72 29%	55 22%	80 31% egoq	63 26%	67 26%	66 26%	56 24%	72 29%	75 29%	52 22%	72 28%	60 24%
For none of the environmental products I bought	459 23%	72 27%	57 23%	54 21%	53 23%	55 22%	53 21%	54 21%	60 24%	68 27%	61 24%	52 22%	55 22%	54 21%	55 24%	56 22%	59 23%
Not sure	223 11%	22 8%	28 11%	29 11%	26 11%	31 12%	32 13%	27 11%	34 14%	22 9%	25 10%	30 13%	27 11%	24 9%	27 12%	30 12%	32 13%
Sigma	1997 100%	262 100%	245 100%	255 100%	234 100%	249 100%	250 100%	254 100%	247 100%	256 100%	252 100%	237 100%	250 100%	262 100%	233 100%	255 100%	253 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q320. U.S. Region-Harris Interactive Definition

Base: All Qualified Respondents

	Total	New and Im- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
East	976 26%	115 24%	136 29% h	117 25%	126 27%	115 25%	127 27%	106 23%	117 25%	121 26%	124 26%	118 25%	126 27%	113 24%	134 28% h	130 28%	127 27%
Midwest	975 26%	134 28%	113 24%	137 29% g	124 26%	122 26%	110 23%	116 25%	126 27%	121 26%	125 26%	133 28%	116 25%	117 25%	122 26%	115 24%	119 25%
South	1042 28%	144 30% d	125 27%	106 23%	137 29% d	138 29% d	130 28%	138 29% d	130 28%	144 30% d	122 26%	129 27%	123 26%	145 31% d	128 27%	121 26%	124 26%
West	784 21%	80 17%	97 21%	110 23% bej	84 18%	93 20%	105 22% b	111 24% be	98 21%	87 18%	103 22%	94 20%	107 23% b	100 21%	91 19%	105 22% b	103 22%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q350. How many hours per week do you typically spend on the Internet or World Wide Web?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
LIGHT USERS (NET)	900 24%	116 25%	124 26% iq	114 24%	108 23%	112 24%	105 22%	119 25% i	92 20%	120 25% i	114 24%	121 26% i	115 24%	122 26% i	112 24%	109 23%	97 21%
0 hours	12 *	- -	2 *	1 *	1 *	1 *	1 *	3 1%	1 *	2 *	4 1% bn	1 *	3 1%	- -	2 *	1 *	1 *
1 - 7 hours	888 24%	116 25% i	122 26% iq	113 24%	107 23%	111 24%	104 22%	116 25% i	91 19%	118 25% i	110 23%	120 25% i	112 24%	122 26% iq	110 23%	108 23%	96 20%
MEDIUM USERS (NET)	1819 48%	224 47%	221 47%	226 48%	235 50%	224 48%	235 50%	223 47%	238 51% n	223 47%	235 50%	219 46%	227 48%	210 44%	224 47%	231 49%	243 51% n
8 - 14 hours	868 23%	111 23%	114 24%	114 24%	99 21%	106 23%	103 22%	110 23%	123 26% i	111 23%	113 24%	91 19%	116 25% i	104 22%	103 22%	117 25% i	101 21%
15 - 21 hours	951 25%	113 24%	107 23%	112 24%	136 29% cjm	118 25%	132 28% n	113 24%	115 24%	112 24%	122 26%	128 27%	111 24%	106 22%	121 25%	114 24% bodhjmn	142 30% p
HEAVY USERS (NET)	1058 28%	133 28%	126 27%	130 28%	128 27%	132 28%	132 28%	129 27%	141 30%	130 27%	125 26%	134 28%	130 28%	143 30%	139 29%	131 28%	133 28%
22 - 28 hours	297 8%	44 9%	37 8%	37 8%	36 8%	37 8%	37 8%	32 7%	36 8%	34 7%	35 7%	41 9%	37 8%	43 9%	36 8%	32 7%	40 8%
29 - 35 hours	389 10%	50 11%	49 10%	46 10%	51 11%	42 9%	51 11%	40 8%	62 13% fhj	41 9%	46 10%	48 10%	45 10%	56 12%	55 12%	47 10%	49 10%
36 - 42 hours	177 5%	21 4%	18 4%	15 3%	21 4% bdgmn	35 7% oq	19 4%	29 6% dmo	23 5%	22 5%	29 6% dmo	28 6% do	16 3%	20 4%	14 3%	24 5%	20 4%
43+ hours	195 5%	18 4%	22 5%	32 7% bkl	20 4%	18 4%	25 5%	28 6% k	20 4%	33 7% befkl	15 3%	17 4%	32 7% bkl	24 5%	34 7% befkl	28 6% k	24 5%
MEAN	18.3	17.3	17.5	18.8	18.1	18.0	18.2	18.2	18.9	18.4	17.5	18.1	18.1	17.9	19.0	19.0	19.1 b
STD. DEV	15.18	13.39	14.38	17.45	14.27	14.60	14.09	15.44	15.70	15.57	13.61	15.13	15.08	14.57	16.83	17.39	14.68
STD. ERR	0.25	0.62	0.66	0.80	0.66	0.67	0.65	0.71	0.72	0.72	0.62	0.69	0.69	0.67	0.77	0.80	0.68
MEDIAN	15.0	15.0	14.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	17.0
MEAN (without 0)	18.3	17.3	17.5	18.8	18.2	18.0	18.2	18.3	18.9	18.5	17.7	18.2	18.2	17.9	19.1	19.0	19.1 b
STD. DEV (without 0)	15.17	13.39	14.37	17.44	14.26	14.59	14.08	15.42	15.69	15.56	13.57	15.12	15.06	14.57	16.82	17.39	14.67
STD. ERR (without 0)	0.25	0.62	0.66	0.81	0.66	0.68	0.65	0.71	0.72	0.72	0.63	0.70	0.70	0.67	0.77	0.80	0.68
MEDIAN (without 0)	15.0	15.0	14.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	15.0	17.5
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q406. What is your employment status?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Employed full time	1860 49%	244 52% cl	207 44%	240 51% cl	238 51% cl	231 49%	243 51% cl	229 49%	227 48%	237 50% c	222 47%	210 44%	236 50%	234 49%	232 49%	251 53% ckl	239 51% cl
Employed part time	874 23%	110 23%	113 24%	101 21%	112 24%	96 21%	116 25%	98 21%	100 21%	124 26% fn	120 25%	117 25%	103 22%	98 21%	120 25%	108 23%	112 24%
Self-employed	512 14%	64 14%	47 10%	58 12%	72 15% cn	66 14%	61 13%	62 13%	67 14% c	69 15% cn	63 13%	71 15% cn	60 13%	49 10% cdghkmnq	85 18% cdghkmnq	76 16% cnq	54 11%
Not employed, but looking for work	371 10%	44 9%	51 11%	51 11%	54 11% gkqp	44 9%	37 8%	59 13% gkqp	49 10%	43 9%	37 8%	51 11%	53 11%	54 11% gp	42 9%	36 8%	37 8%
Not employed and not looking for work	700 19%	73 15%	99 21% b	84 18%	78 17%	89 19%	80 17%	85 18%	92 20%	85 18%	94 20%	96 20% b	87 18%	93 20%	90 19%	81 17%	94 20%
Retired	679 18%	69 15%	85 18%	83 18%	77 16%	87 19%	91 19% b	85 18%	89 19%	79 17%	86 18%	92 19% b	82 17%	88 19%	95 20% b	78 17%	92 19% b
Not employed, unable to work due to a disability or illness	218 6%	34 7%	34 7%	25 5%	23 5%	28 6%	28 6%	28 6%	25 5%	22 5%	34 7%	33 7%	25 5%	26 5%	23 5%	24 5%	24 5%
Student	559 15%	76 16% k	68 14%	82 17% kq	62 13%	67 14%	72 15%	75 16% k	70 15%	68 14%	54 11%	75 16% k	85 18% ekoq	76 16% k	62 13%	68 14%	58 12%
Stay-at-home spouse or partner	381 10%	48 10%	60 13% eliloq	49 10%	38 8%	53 11%	50 11%	49 10%	38 8%	48 10%	52 11%	40 8%	54 11%	49 10%	41 9%	53 11%	40 8%
Sigma	6154 163%	762 161%	764 162%	773 164%	754 160%	761 163%	778 165%	770 163%	757 161%	775 164%	762 161%	785 166%	785 166%	767 161%	790 166%	775 165%	750 159%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
HIGH SCHOOL OR LESS (NET)	628 17%	79 17%	97 21% dijq	72 15%	78 17%	74 16%	77 16%	93 20% joq	71 15%	67 14%	80 17%	80 17%	79 17%	87 18% o	61 13%	94 20% ijq	67 14%
Less than high school	11 *	3 1%	2 *	1 *	-	2 *	2 *	2 *	2 *	-	2 *	1 *	-	1 *	1 *	3 1%	-
Completed some high school	64 2%	8 2%	9 2%	8 2%	12 3% g	8 2%	3 1%	10 2%	10 2%	5 1%	9 2%	5 1%	8 2%	8 2%	7 1%	10 2% g	8 2%
Completed high school	553 15%	68 14%	86 18% dijq	63 13%	66 14%	64 14%	72 15%	81 17% ioq	59 13%	62 13%	69 15%	74 16% o	71 15%	78 16% o	53 11%	81 17% ioq	59 12%
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	2180 58%	273 58%	273 58%	274 58%	266 56%	284 61% hp	278 59%	258 55%	273 58%	277 59%	282 59% p	273 58%	278 59%	269 57%	282 59% p	250 53%	270 57%
Completed some college	1056 28%	137 29%	141 30% h	127 27%	123 26%	141 30% h	135 29%	113 24%	140 30% h	117 25%	132 28%	126 27%	153 32% ehjp	134 28%	140 29%	118 25%	135 29%
Associate Degree	336 9%	41 9%	43 9%	43 9%	44 9%	40 9%	49 10%	47 10%	38 8%	38 8%	38 8%	56 12% j	40 8%	39 8%	33 7%	41 9%	42 9%
Completed College	788 21%	95 20%	89 19%	104 22%	99 21%	103 22%	94 20%	98 21%	95 20% bcgilmpq	122 26% c	112 24% m	91 19%	85 18%	96 20%	109 23% m	91 19%	93 20%
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	969 26%	121 26%	101 21%	124 26%	127 27% c	110 24%	117 25%	120 25%	127 27% c	129 27% c	112 24%	121 26%	115 24%	119 25%	132 28% c	127 27% c	136 29% c
Completed some graduate school	327 9%	45 10% i	39 8%	45 10% i	51 11% fik	32 7%	44 9% i	39 8%	27 6%	46 10% i	33 7%	44 9% i	40 8%	41 9%	42 9%	39 8%	47 10% i
Completed graduate school	366 10%	44 9%	37 8%	45 10%	35 7%	50 11%	42 9%	45 10%	62 13% cegkl	51 11%	42 9%	41 9%	45 10%	47 10%	49 10%	49 10%	48 10%
MA, MS, MFA	139 4%	17 4%	9 2%	20 4% c	22 5% c	13 3%	14 3%	22 5% c	15 3%	17 4%	19 4% c	19 4% c	18 4%	16 3%	21 4% c	15 3%	21 4% c
MBA	34 1%	2 *	4 1%	1 *	6 1%	1 *	5 1%	5 1%	6 1%	6 1%	5 1%	3 1%	4 1%	4 1%	7 1% df	4 1%	5 1%
Ph.D., Psy.D.	22 1%	1 *	4 1%	2 *	5 1%	3 1%	3 1%	2 *	5 1%	6 1% m	2 *	3 1%	1 *	2 *	1 *	3 1%	1 *
J.D.	23 1%	1 *	2 *	4 1% j	1 *	4 1% j	3 1%	3 1%	2 *	-	3 1%	1 *	4 1% j	2 *	5 1% j	6 1% jl	5 1% j
M.D.	6 *	3 1%	2 *	1 *	2 *	-	-	-	-	-	-	2 *	-	1 *	-	1 *	-
Other graduate or professional degree	52 1%	8 2%	4 1%	6 1%	5 1%	7 1%	6 1%	4 1%	10 2%	3 1%	8 2%	8 2%	3 1%	6 1%	7 1%	10 2%	9 2%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Qualified Respondents

	Total	New and Imp- proved	Green	Green: Made with Renew- able Mater- ials	Green: Made with Renew- able Energy	Green: Made with Re- cycled Mater- ials	Eco- Friend- ly	Eco- friend- ly: Made with Renew- able Mater- ials	Eco- friend- ly: Made with Renew- able Energy	Eco- friend- ly: Made with Re- cycled Mater- ials	Sus- tain- able	Sus- tain- able: Made with Renew- able Mater- ials	Sus- tain- able: Made with Renew- able Energy	Sus- tain- able: Made with Re- cycled Mater- ials	Made with Renew- able Mater- ials	Made with Renew- able Energy	Made with Re- cycled Mater- ials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q462. Which of the following income categories best describes your total household income after taxes?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
LESS THAN \$35,000 (NET)	997 26%	127 27%	124 26%	114 24%	132 28%	133 28%	122 26%	124 26%	138 29% jp	109 23%	136 29% j	124 26%	134 28% j	114 24%	131 28%	111 24%	121 26%
Less than \$15,000	285 8%	48 10% djnq	41 9%	28 6%	33 7%	38 8%	32 7%	36 8%	41 9%	31 7%	47 10% djnq	35 7%	36 8%	28 6%	35 7%	33 7%	28 6%
\$15,000 to \$24,999	288 8%	39 8%	32 7%	39 8%	35 7%	42 9%	41 9%	35 7%	31 7%	29 6%	30 6%	28 6%	48 10% ijkl	35 7%	39 8%	34 7%	39 8%
\$25,000 to \$34,999	424 11%	40 8%	51 11%	47 10%	64 14% bp	53 11%	49 10%	53 11%	66 14% bdp	49 10%	59 12% b	61 13% b	50 11%	51 11%	57 12%	44 9%	54 11%
\$35,000 TO LESS THAN \$75,000 (NET)	1321 35%	156 33%	175 37%	177 38%	152 32%	160 34%	164 35%	163 35%	160 34%	155 33%	167 35%	159 34%	166 35%	175 37%	174 37%	174 37%	165 35%
\$35,000 to \$49,999	564 15%	72 15%	73 15%	69 15%	53 11%	73 16%	73 15% e	76 16% e	73 15%	63 13%	73 15% e	74 16% e	68 14%	74 16% e	65 14%	81 17% e	68 14%
\$50,000 to \$74,999	757 20%	84 18%	102 22%	108 23% b	99 21%	87 19%	91 19%	87 18%	87 18%	92 19%	94 20%	85 18%	98 21%	101 21%	109 23% b	93 20%	97 21%
\$75,000 OR MORE (NET)	1028 27%	135 29%	119 25%	121 26%	123 26%	127 27%	129 27%	129 27%	118 25% cdefiklmo	157 33%	125 26%	122 26%	129 27%	130 27%	126 27%	134 28%	132 28%
\$75,000 to \$99,999	463 12%	61 13%	49 10%	55 12%	53 11%	57 12%	62 13%	61 13%	51 11% cdeikop	78 16%	49 10%	59 12%	63 13%	58 12%	54 11%	57 12%	59 12%
\$100,000 to \$124,999	264 7%	35 7%	33 7%	33 7%	38 8%	32 7%	33 7%	31 7%	29 6%	36 8%	38 8%	41 9% q	26 6%	33 7%	34 7%	30 6%	26 5%
\$125,000 to \$149,999	133 4%	22 5% hl	16 3%	15 3%	17 4%	14 3%	15 3%	11 2%	15 3%	19 4%	19 4%	10 2%	17 4%	15 3%	23 5% hl	16 3%	22 5% l
\$150,000 to \$199,999	110 3%	13 3%	11 2%	10 2%	11 2%	16 3% o	12 3%	16 3%	15 3%	13 3%	16 3% o	9 2%	15 3%	16 3%	7 1%	20 4% lo	20 4% lo
\$200,000 to \$249,999	23 1%	- -	5 1% b	1 *	3 1%	3 1%	3 1%	4 1% b	4 1% b	4 1% b	2 *	1 *	4 1% b	4 1% b	3 1%	2 *	3 1%
\$250,000 or more	35 1%	4 1%	5 1%	7 1% ek	1 *	5 1%	4 1%	6 1%	4 1%	7 1% ek	1 *	2 *	4 1%	4 1%	5 1%	9 2% eklq	2 *
Decline to answer	431 11%	55 12%	53 11%	58 12%	64 14% kmo	48 10%	57 12%	55 12%	55 12%	52 11%	46 10%	69 15% fkmo	43 9%	56 12%	44 9%	52 11%	55 12%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q364. What is your marital status?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Never married	1198 32%	159 34% gn	140 30%	143 30%	149 32%	142 30%	129 27%	158 34% gn	156 33%	160 34% gn	162 34% gn	159 34% g	153 32%	132 28%	152 32%	154 33%	148 31%
Married or Civil union	1790 47%	233 49%	229 49%	226 48%	219 46%	225 48%	232 49%	220 47%	211 45%	215 45%	225 47%	221 47%	221 47%	235 49%	218 46%	221 47%	229 48%
Divorced	361 10%	41 9%	43 9%	47 10%	51 11%	42 9%	52 11%	38 8%	49 10%	44 9%	45 9%	43 9%	46 10%	54 11%	43 9%	39 8%	45 10%
Separated	52 1%	7 1%	6 1%	6 1%	8 2%	7 1%	9 2% p	9 2% p	5 1%	4 1%	5 1%	6 1%	7 1%	5 1%	10 2% p	2 0%	8 2%
Widow/Widower	130 3%	12 3%	19 4%	16 3%	15 3%	12 3%	16 3%	17 4%	23 5% bf	14 3%	13 3%	19 4%	12 3%	15 3%	23 5%	18 4%	16 3%
Living with Partner	246 7%	21 4%	34 7%	32 7%	29 6%	40 9% bk	34 7%	29 6%	27 6%	36 8% b	24 5%	26 5%	33 7%	34 7%	29 6%	37 8% b	27 6%
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q368. Including yourself, how many people age 18 or older live in your household?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
Weighted Base	3777	473	471	470	471	468	472	471	471	473	474	474	472	475	475	471	473
1	930 25%	112 24%	115 24%	110 23%	113 24%	120 26%	102 22%	120 25%	139 30% bdgnpq	113 24%	122 26%	118 25%	129 27% gp	104 22%	130 27% gnp	100 21%	113 24%
2	1965 52%	239 51%	244 52%	253 54%	244 52%	240 51%	256 54%	239 51%	239 51%	244 52%	248 52%	240 51%	248 53%	251 53%	236 50%	250 53%	259 55%
3	591 16%	76 16%	82 17%	68 14%	83 18%	71 15%	80 17%	75 16%	64 14%	79 17%	71 15%	81 17%	64 14%	77 16%	63 13%	82 17%	66 14%
4	216 6%	36 8% cm	21 4%	26 6%	25 5%	27 6%	29 6%	26 6%	23 5%	24 5%	27 6%	26 5%	20 4%	33 7%	37 8% cm	26 6%	26 5%
5+	75 2%	10 2%	9 2%	13 3%	6 1%	10 2%	5 1%	11 2%	6 1%	13 3%	6 1%	9 2%	11 2%	10 2%	9 2%	13 3% g	9 2%
MEAN	2.1	2.2 i	2.1	2.2 i	2.1	2.1	2.1 i	2.1	2.0	2.2 i	2.0	2.1 i	2.1	2.2 i	2.1	2.2 ik	2.1
STD. DEV	1.08	1.05	0.88	1.79	0.87	0.96	0.92	0.95	0.89	1.39	0.87	1.03	1.42	0.96	0.97	1.01	0.92
STD. ERR	0.02	0.05	0.04	0.08	0.04	0.04	0.04	0.04	0.04	0.06	0.04	0.05	0.07	0.04	0.04	0.05	0.04
MEDIAN	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Sigma	3777 100%	473 100%	471 100%	470 100%	471 100%	468 100%	472 100%	471 100%	471 100%	473 100%	474 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

Q372. How many people under the age of 18 live in your household?

Base: All Qualified Respondents

	Total	New and Improved	Green	Green: Made with Renewable Materials	Green: Made with Renewable Energy	Green: Made with Recycled Materials	Eco-Friendly	Eco-friendly: Made with Renewable Materials	Eco-friendly: Made with Renewable Energy	Eco-friendly: Made with Recycled Materials	Sustainable	Sustainable: Made with Renewable Materials	Sustainable: Made with Renewable Energy	Sustainable: Made with Recycled Materials	Made with Renewable Materials	Made with Renewable Energy	Made with Recycled Materials
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	3775	473	470	470	471	468	471	471	470	473	473	474	472	475	475	471	473
Weighted Base	3775	473	470	470	471	468	471	471	470	473	473	474	472	475	475	471	473
0	2704 72%	327 69%	328 70%	339 72%	347 74%	325 69%	321 68%	342 73%	363 77%	343 73%	345 73%	348 73%	321 68%	326 69%	352 74%	332 70%	349 74%
1	522 14%	65 14%	67 14%	69 15%	55 12%	80 17%	69 15%	65 14%	57 12%	71 15%	59 12%	56 12%	76 16%	76 16%	54 11%	68 14%	57 12%
2	400 11%	58 12%	56 12%	51 11%	50 11%	46 10%	60 13%	43 9%	39 8%	46 10%	48 10%	52 11%	52 11%	53 11%	47 10%	53 11%	46 10%
3	104 3%	14 3%	14 3%	8 2%	13 3%	9 2%	14 3%	16 3%	8 2%	12 3%	13 3%	13 3%	13 3%	14 3%	15 3%	15 3%	17 4%
4	34 1%	6 1%	4 1%	2 %	6 1%	7 1%	5 1%	4 1%	2 %	1 %	6 1%	4 1%	7 1%	4 1%	6 1%	2 %	2 %
5+	11 %	3 1%	1 %	1 %	-	1 %	2 %	1 %	1 %	-	2 %	1 %	3 1%	2 %	1 %	1 %	2 %
MEAN	0.5	0.6 dij	0.5 i	0.4	0.5	0.5 i	0.6 dij	0.5	0.4	0.4	0.5 i	0.5 i	0.6 dij	0.5 i	0.5 i	0.5 i	0.5
STD. DEV	0.90	1.01	0.90	0.81	0.88	0.90	1.00	0.88	0.77	0.79	0.95	0.89	0.97	0.95	0.92	0.88	0.92
STD. ERR	0.01	0.05	0.04	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
MEDIAN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (without 0)	1.7	1.8 dj	1.7	1.6	1.8 j	1.6	1.8 j	1.7	1.6	1.6	1.8 dj	1.8 j	1.7	1.7	1.8 dj	1.7	1.8 j
STD. DEV (without 0)	0.89	1.00	0.81	0.74	0.83	0.89	0.99	0.86	0.79	0.69	0.98	0.86	0.94	0.96	0.93	0.82	0.94
STD. ERR (without 0)	0.03	0.08	0.07	0.06	0.07	0.07	0.08	0.08	0.08	0.06	0.09	0.08	0.08	0.08	0.08	0.07	0.08
MEDIAN (without 0)	2	2	2	1	2	1	2	1	1	1	2	2	1	1	2	2	2
Sigma	3775 100%	473 100%	470 100%	470 100%	471 100%	468 100%	471 100%	471 100%	470 100%	473 100%	473 100%	474 100%	472 100%	475 100%	475 100%	471 100%	473 100%

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
Overlap formulae used.

1	1	Q268. Gender
2	2	Q280. Age
4	3	Q4074. Are you of Hispanic or Latino origin?
5	4	Q4080. Please choose one or more categories to indicate your race. Are you...?
6	5	Q4085. Final Race/Ethnicity
7	6	Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product? 1. All Products
10	7	Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product? 2. Kitchen flooring
13	8	Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product? 3. A laundry basket
16	9	Q652. Suppose you see a product advertised or labeled as What, if anything, does this statement suggest or imply to you about the product? 4. Wrapping paper
19	10	Q656_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 1. All Products SUMMARY OF SUGGESTED
20	11	Q656_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 1. All Products SUMMARY OF NOT SUGGESTED
21	12	Q656_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 1. All Products SUMMARY OF MEANS
22	13	Q656_1_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 1. All Products 1. recyclable
23	14	Q656_1_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 1. All Products 2. made from recycled materials
24	15	Q656_1_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 1. All Products 3. biodegradable
25	16	Q656_1_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 1. All Products 4. non-toxic
26	17	Q656_1_5. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 1. All Products 5. compostable
27	18	Q656_1_6. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 1. All Products 6. made with renewable energy
28	19	Q656_1_7. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 1. All Products 7. made with renewable materials
29	20	Q656_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 2. Kitchen flooring SUMMARY OF SUGGESTED
30	21	Q656_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 2. Kitchen flooring SUMMARY OF NOT SUGGESTED
31	22	Q656_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 2. Kitchen flooring SUMMARY OF MEANS
32	23	Q656_2_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 2. Kitchen flooring 1. recyclable

33	24	Q656_2_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 2. Kitchen flooring 2. made from recycled materials
34	25	Q656_2_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 2. Kitchen flooring 3. biodegradable
35	26	Q656_2_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 2. Kitchen flooring 4. non-toxic
36	27	Q656_2_5. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 2. Kitchen flooring 5. compostable
37	28	Q656_2_6. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 2. Kitchen flooring 6. made with renewable energy
38	29	Q656_2_7. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 2. Kitchen flooring 7. made with renewable materials
39	30	Q656_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 3. A laundry basket SUMMARY OF SUGGESTED
40	31	Q656_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 3. A laundry basket SUMMARY OF NOT SUGGESTED
41	32	Q656_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 3. A laundry basket SUMMARY OF MEANS
42	33	Q656_3_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 3. A laundry basket 1. recyclable
43	34	Q656_3_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 3. A laundry basket 2. made from recycled materials
44	35	Q656_3_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 3. A laundry basket 3. biodegradable
45	36	Q656_3_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 3. A laundry basket 4. non-toxic
46	37	Q656_3_5. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 3. A laundry basket 5. compostable
47	38	Q656_3_6. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 3. A laundry basket 6. made with renewable energy
48	39	Q656_3_7. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 3. A laundry basket 7. made with renewable materials
49	40	Q656_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 4. Wrapping paper SUMMARY OF SUGGESTED
50	41	Q656_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 4. Wrapping paper SUMMARY OF NOT SUGGESTED
51	42	Q656_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 4. Wrapping paper SUMMARY OF MEANS

52	43	Q656_4_1. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 4. Wrapping paper 1. recyclable
53	44	Q656_4_2. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 4. Wrapping paper 2. made from recycled materials
54	45	Q656_4_3. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 4. Wrapping paper 3. biodegradable
55	46	Q656_4_4. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 4. Wrapping paper 4. non-toxic
56	47	Q656_4_5. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 4. Wrapping paper 5. compostable
57	48	Q656_4_6. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 4. Wrapping paper 6. made with renewable energy
58	49	Q656_4_7. Suppose you see a product advertised or labeled as Which, if any, of these characteristics do you think are suggested or implied by this advertising or label? 4. Wrapping paper 7. made with renewable materials
59	50	Q660_1. Thinking again about a product advertised or labeled as, which of the following most accurately describes what this statement suggests or implies to you about any negative environmental impact that may come from this product? 1. All Products
60	51	Q660_2. Thinking again about a product advertised or labeled as, which of the following most accurately describes what this statement suggests or implies to you about any negative environmental impact that may come from this product? 2. Kitchen flooring
61	52	Q660_3. Thinking again about a product advertised or labeled as, which of the following most accurately describes what this statement suggests or implies to you about any negative environmental impact that may come from this product? 3. A laundry basket
62	53	Q660_4. Thinking again about a product advertised or labeled as, which of the following most accurately describes what this statement suggests or implies to you about any negative environmental impact that may come from this product? 4. Wrapping paper
63	54	Q665_1. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product? 1. All Products
64	55	Q665_2. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product? 2. Kitchen flooring
65	56	Q665_3. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product? 3. A laundry basket
66	57	Q665_4. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact or less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product? 4. Wrapping paper
67	58	Q665_1. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product? 1. All Products
68	59	Q665_2. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product? 2. Kitchen flooring
69	60	Q665_3. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product? 3. A laundry basket
70	61	Q665_4. When you indicated that the statement ... suggests or implies that the product has no negative environmental impact, how were you thinking about the negative environmental impact that may result from this product? 4. Wrapping paper

71	62	Q665_1. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product? 1. All Products
72	63	Q665_2. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product? 2. Kitchen flooring
73	64	Q665_3. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product? 3. A laundry basket
74	65	Q665_4. When you indicated that the statement ... suggests or implies that the product has less negative environmental impact than other products, how were you thinking about the negative environmental impact that may result from this product? 4. Wrapping paper
75	66	Q668_1. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product? 1. All Products
76	67	Q668_2. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product? 2. Kitchen flooring
77	68	Q668_3. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product? 3. A laundry basket
78	69	Q668_4. Which stages in the product's lifecycle did you consider when thinking about the negative environmental impact that may result from this product? 4. Wrapping paper
79	70	Q670_1. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...? 1. All Products
80	71	Q670_2. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...? 2. Kitchen flooring
81	72	Q670_3. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...? 3. A laundry basket
82	73	Q670_4. Thinking once again about a product that is advertised or labeled as being ..., which of the following most accurately describes what this statement suggests or implies to you about how much of the ... used in making the product ...? 4. Wrapping paper
83	74	Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? SUMMARY OF SUGGESTED
84	75	Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? SUMMARY OF NOT SUGGESTED
85	76	Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? SUMMARY OF MEANS
86	77	Q711_1. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? 1. Solar/Wind power is used in making the product
87	78	Q711_2. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? 2. A group of solar/wind power producers meets in the company's conference room
88	79	Q711_3. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar/wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? 3. There is a solar/wind power facility on the company's premises
89	80	Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? SUMMARY OF SUGGESTED

90	81	Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? SUMMARY OF NOT SUGGESTED
91	82	Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? SUMMARY OF MEANS
92	83	Q711_1. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? 1. Wind power is used in making the product
93	84	Q711_2. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? 2. A group of wind power producers meets in the company's conference room
94	85	Q711_3. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a wind power facility." Which of the following, if any, do you think are suggested or implied by this statement? 3. There is a wind power facility on the company's premises
95	86	Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement? SUMMARY OF SUGGESTED
96	87	Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement? SUMMARY OF NOT SUGGESTED
97	88	Q711. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement? SUMMARY OF MEANS
98	89	Q711_1. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement? 1. Solar power is used in making the product
99	90	Q711_2. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement? 2. A group of solar power producers meets in the company's conference room
100	91	Q711_3. Suppose an advertisement for a company's product includes the statement "Our manufacturing plant hosts a solar power facility." Which of the following, if any, do you think are suggested or implied by this statement? 3. There is a solar power facility on the company's premises
101	92	Q715. Carbon Offsets vs. Carbon Neutral Section Assignment
102	93	Q800. As far as you know, what is a carbon offset? How does one work?
104	94	Q805. Thinking a bit more about carbon offsets, which of the following best describes what a 'carbon offset' is?
105	95	Q810. Have you ever purchased a carbon offset?
106	96	Q820. Have you ever noticed advertisements for carbon offsets?
107	97	Q825. What were you "offsetting" when you purchased the offset?
109	98	Q831. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight. SUMMARY OF AGREE
110	99	Q831. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight. SUMMARY OF DISAGREE
111	100	Q831. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight. SUMMARY OF MEANS
112	101	Q831_1. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight. 1. The equipment to capture the methane is already installed and is operating. The methane represented by the offsets will be captured and destroyed in the next few months.
113	102	Q831_2. For each of these, please indicate whether you agree or disagree with the airline's statement that the offsets it is purchasing will offset the greenhouse gas emissions from your flight. 2. While the capture project has been designed, the equipment to capture the methane is not presently installed. The mining company is using the money raised from the sale of offsets to pay the cost of purchasing and installing the necessary equipment. It will be several years before the methane represented by the offsets will be captured and destroyed, because it will take that long to raise the necessary funds and install the equipment.
114	103	Q850. As far as you know, what does it mean to say that a product or service is "carbon neutral"?
116	104	Q855. Thinking a bit more about a product being carbon neutral, which of the following best describes what "carbon neutral" means?

117	105	Q860. Have you ever purchased a product or service at least partly because it was advertised or labeled as being "carbon neutral"?
118	106	Q865. Have you ever noticed advertisements for "carbon neutral" products or services?
119	107	Q870. What did you buy that was advertised or labeled as being carbon neutral? If you remember, what product or service was being advertised as carbon neutral?
122	108	Q870. What did you buy that was advertised or labeled as being carbon neutral?
125	109	Q870. If you remember, what product or service was being advertised as carbon neutral?
128	110	Q875. Which of the following statements most accurately describes what this suggests or implies to you about the greenhouse gases that were offset?
129	111	Q880. When you indicated that the statement "carbon neutral" suggests that all/some of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?
130	112	Q880. When you indicated that the statement "carbon neutral" suggests that all of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?
131	113	Q880. When you indicated that the statement "carbon neutral" suggests that some of the greenhouse gases associated with a product were offset, how did you think about the greenhouse gases that were offset?
132	114	Q885. Which of the following stages in a product's lifecycle did you consider when thinking about the greenhouse gases that might be offset?
133	115	Q895. Throughout the course of taking this survey, did you consult any outside reference materials, including online resources?
134	116	Q900. How concerned are you personally about the current state of the environment?
135	117	Q905. In the past year, have you made financial contributions to, or volunteered at, any organizations whose objective is improving the environment?
136	118	Q910. In the past six months, have you chosen to purchase one product rather than another because the product is better for the environment?
137	119	Q915. How many times in the past six months have you purchased a particular product because of its environmental benefits?
138	120	Q920. Thinking a little more about the times you purchased a product because of its environmental benefits, how many times did you have to pay more or make a special trip to another store to get it?
139	121	Q320. U.S. Region-Harris Interactive Definition
140	122	Q350. How many hours per week do you typically spend on the Internet or World Wide Web?
141	123	Q406. What is your employment status?
142	124	Q437. What is the highest level of education you have completed or the highest degree you have received?
144	125	Q462. Which of the following income categories best describes your total household income after taxes?
145	126	Q364. What is your marital status?
146	127	Q368. Including yourself, how many people age 18 or older live in your household?
147	128	Q372. How many people under the age of 18 live in your household?